





c/c 96000414
(cont.)

X Collection

INDEX

Page: 1

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#1 X-E810
FACTS TO REMEMBER
D4

Series 1

August, 1936

Bulletin 1

HAPPENINGS

Since 1933

Unemployment reduced 27%

Steel production advanced 338%

Automobile production advanced 337%

Department Store Sales advanced 70%

Exports advanced 42%

Construction advanced 111%

Net Farm Income advanced 141%

Stock prices advanced 146%

Bond prices advanced 25%

Bank Deposits advanced 38%

X-E810

.D4

EVENTS TO REMEMBER

#2

Series 1

September, 1936

Bulletin 2

THE TWO WARS

The WORLD WAR cost
the United States Government
more than 54 Billion Dollars

The WAR ON THE DEPRESSION
cost the United States Government
less than 6½ Billion Dollars

X-E810

.D4

FIGURES TO REMEMBER

#3

Series 1	October, 1936	Bulletin 3
----------	---------------	------------

FOREIGN TRADE RECOVERY

(Fiscal)	U. S.	U.S.
	EXPORT	IMPORT
1932	\$ 909,000,000	\$ 731,000,000
1933	\$1,440,000,000	\$1,168,000,000
1934	\$2,042,000,000	\$1,721,000,000
1935	\$2,121,000,000	\$1,786,000,000
1936	\$2,413,000,000	\$2,216,000,000

United States Exports are now growing at $2\frac{1}{2}$ times the rate of gain of the rest of the world. For the first 6 months of 1936 they increased by 13% over last year, compared with the average increase of about 5% for all other nations.

#4

X-E810

DON'TS

D4

TO REMEMBER

On November 3, 1936

DON'T forget the soup lines of America from 1929 to 1933.

DON'T forget the idleness of the mills and factories of this country from 1929 to 1933.

DON'T forget the meagre wages paid in America from 1929 to 1933.

DON'T forget the ruinous prices of agricultural products from 1929 to 1933.

DON'T forget the bank failures from 1929 to 1933.

DON'T forget that humanity comes first with Roosevelt.

DON'T forget It was Franklin D. Roosevelt who brought this country from the depth of depression to the highway of prosperity.

DON'T forget to vote for Franklin D. Roosevelt for President on November 3, unless you favor a return to the dark days of 1932.

#5

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**END THE
DEPRESSION**

Copyright, 1936 - By
RUSSELL B. LOE

#6

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END THE
DEPRESSION

Copyright, 1938 - By
RUSSELL B. LOE

SIGNS OF TIME

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.D4

#7

DIRECTIONS HANG OUTSIDE



If Tail Is Dry Fair

If Tail Is Wet Rain

If Tail Is Swinging . . . Windy

If Tail Is Wet and Swinging. Stormy

If Tail Hangs Quiet When You
Receive This

Vote Democratic Straight

SIGNS OF TIME

X-E810

:D4

DIRECTIONS HANG OUTSIDE #8



If Tail Is Dry Fair

If Tail Is Wet Rain

If Tail Is Swinging . . . Windy

If Tail Is Wet and Swinging . Stormy

If Tail Hangs Quiet When You
Receive This

Vote Democratic Straight

THE FARMER CHECKS UP ON THE NEW DEAL



Before You Vote

Before any farmer votes November 3rd, he will do well to consider this question—

“Will it not be best for me and my family for me to vote to keep in power at Washington an administration which has done more in three years to give me direct relief than was done during an entire generation at least before it went into power?”

Farmers who are inclined to place their political party above their country and who find it hard to see any good coming from government by the opposite party are especially urged to consider that question. As a matter of fact, the time has passed when any party has a monopoly on doing good or bad the same as it has passed for hide-bound political alignments.

ROOSEVELT

#10

and

"THE LITTLE RED SCHOOL
HOUSE"

What the National Administration
Has Done for Schools and
Education

50,000 school buildings, or one in every five in the United States, repaired or improved in some way under Federal Emergency Relief or Civil Works Administrations.

2,813 public schools in 48 states built, added to or repaired with assistance from Public Works Administration to the amount as of March 21, 1935 of \$284,000,000.

Public Works Administration assistance given to 219 colleges and universities, 35 libraries and 21 other educational institutions.

More than half of the public school construction in the United States being financed through PWA.

Rural schools in 33 states enabled to keep going by grants from Federal Emergency Relief Administration funds.

500,000 illiterate adults taught to read and write as result of adult educational program.

60,000 needy children under school age cared for in nursery schools.

290,000 high school, college and graduate students helped to continue their studies.

DEMOCRATIC NATIONAL COMMITTEE
766 National Press Building
Washington, D. C.



#11
ROOSEVELT

AND THE

X-E810

.D4

RAIL ROADS

A TIME TABLE OF PROGRESS



Rail Road Re-Builder

*Rail Road
Labor Record*

OF

FRANKLIN D. ROOSEVELT

The Knockout to Unjust Employers

LABOR never had a friend in the White House equal to PRESIDENT ROOSEVELT.

LANDON and his associates stand out bitterly opposed to LABOR.

PRESIDENT ROOSEVELT put through the NATIONAL RECOVERY ACT, the WAGNER LABOR RELATIONS ACT, the RAILROAD RETIREMENT ACT, and many other wonderful acts in behalf of the workers.

LANDON and his crowd in the Senate and House opposed all legislation favoring the toilers.

Do you remember the Act put through by PRESIDENT ROOSEVELT guaranteeing de-

The Knockout to Unjust Employers

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Do you remember the Act put through by PRESIDENT ROOSEVELT guaranteeing de-

UNITED ACTION #14

Is necessary to overcome the enemies of the workers who are trying to defeat Franklin D. Roosevelt and elect Labor's enemy and Wall Street's friend, Landon.

March on to the polls shoulder to shoulder, facing front with determination and courage, fighting for the liberty of your families and the freedom of your home.

The fight is on; you must and will do your share as an American.

The battle lines are drawn! On the Landon side; unjust employers representing greed, low wages, long hours. On the other side; Roosevelt the Emancipator, freedom, hope, courage, and a better day. The workers will not fail. This is their battle.

Use that emblem that has made us free men, the ballot. See to it that your friends, the lovers of justice, also vote. Repeat this pledge, "Our enemies shall not pass!"

Work for the Election of

**ROOSEVELT
AND GARNER**

X-E810

D4

Who's Who in the American Liberty League #15

HOP O' MY THUMB!



—By Talburt, Washington Daily News.

Issued By
DEMOCRATIC NATIONAL COMMITTEE
766 NATIONAL PRESS BUILDING
WASHINGTON, D. C.

#16

Campaign Songs

DEMOCRATIC CRUSADE

FOR

The New Deal

Most Expressive of the Golden Rule ever set forth
by any Government in any age of the world.



Candidate for Second Term

His Most Esteemed Excellency

FRANKLIN DELANO ROOSEVELT, LL. D.

President of the United States of America

Commander in Chief of

THE ARMY AND NAVY



Souvenir subscription edition—Single copies, words only, \$1.00 up. 100 copies, \$7.50; 200 copies, \$14.50; 300 copies, \$21.50; 400 copies, \$28.50; 500 copies, \$35.00; 750 copies, \$45.00; 1,000 copies, \$50.00. Postage not paid. Cash or certified check with order.

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Presbyterian Minister.

2904 Meredith Ave. Indianapolis, Ind.
Telephone inquiries, Cherry 3505M

X-E810

HEARST^{D4}

OVER

TOPEKA

#17



Marching Orders

An address by
Hon. Harold L. Ickes
August 27, 1936, over the
Columbia Broadcasting System

Copy 2 in E748.4 +

PLATFORM

Adopted by

X-E810

.D4

The Democratic #18 National Convention 1936

♦♦♦♦♦♦♦

"The brave and clear platform adopted by this convention, to which I heartily subscribe, sets forth that Government in a modern civilization has certain inescapable obligations to its citizens, among which are protection of the family and the home, the establishment of a democracy of opportunity, and aid to those overtaken by disaster.

"But the resolute enemy within our gates is ever ready to beat down our words unless in greater courage we will fight for them.

"For more than three years we have fought for them. This convention in every word and deed has pledged that that fight will go on."

Franklin D. Roosevelt

Franklin Field, Philadelphia, Pa., June 27, 1936.



A GALLANT LEADER

X-E810

#19

.D4

ROOSEVELT

Safeguards

AMERICA

Address of

Rt. Rev. JOHN A. RYAN, D.D.

of the faculty of the

Catholic University of America

at Washington, D. C. October 8, 1936

Issued by

THE DEMOCRATIC NATIONAL COMMITTEE

Hotel Biltmore, New York

#20

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D4

SPEECH

Delivered by

Former
Governor

James M. Cox

of
Ohio

Memorial Hall,

Dayton

October 9, 1936

Published by Democratic
National Committee



#21

X-E810

.D4

EXTEMPORANEOUS REMARKS

OF THE

President

ADDRESSED TO GATHERING

OF WORKERS OF

*Democratic National
Committee*



Biltmore Hotel, New York

OCTOBER THIRTY-FIRST
NINETEEN HUNDRED THIRTY-SIX

X-E810

#22 .D4

PRESERVING AMERICA

**Address of
President
Franklin D. Roosevelt
at Denver, Colorado**



October 12, 1936

Issued by

THE DEMOCRATIC NATIONAL CAMPAIGN COMMITTEE

Hotel Biltmore—New York, N. Y.

X-E810

.D4

Social Security *is in* **DANGER** #23

Radio Address of

SENATOR ROBERT F. WAGNER
OF NEW YORK

OCTOBER 3, 1936

"To know what Governor Landon has in mind, we must therefore look to Kansas. That state, under his guidance, is one of the very few that has not even entered into cooperation with the federal government to care for the destitute old. It has never had an old age pension law of its own. It provides nothing better than pauper relief on a county optional basis without any state assistance. The aged citizen must make application to the Overseer of the Poor and prove himself a pauper. Is this the philosophy of caring for the old that we want transferred to Washington?"

Issued by

THE NATIONAL DEMOCRATIC COMMITTEE

Hotel Biltmore, New York

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.D4

PRIVATE PROFIT

AND

#24

FREE ENTERPRISE

Speech of

President FRANKLIN D. ROOSEVELT

Chicago, Illinois

October 14, 1936

"The people of America have no quarrel with business. They insist only that the power of concentrated wealth shall not be abused."

Issued by

THE DEMOCRATIC NATIONAL COMMITTEE

Hotel Biltmore, N. Y.

„פרייהיים פאדערס א געלע״
גענהייט פאר יעדען צו
מאכען א לעבען—“

#125



Franklin D. Roosevelt

DEMOCRATIC NATIONAL
CAMPAIGN COMMITTEE

Foreign Language Citizens' Department

LAWRENCE WOOD ROBERT, Jr.
Chairman

HOTEL BALTIMORE

NEW YORK CITY

E 40. D

X-E810

**A BAFFLING^{D4}
MYSTIC PICTURE**

#26

WHO IS THIS MAN? ...



INSTRUCTIONS - Take the picture in both hands, look at DOTS on nose, try not to blink, count to forty slowly, then look steadily for ten seconds up at the sky or a light wall day or night and there the actual picture, greatly enlarged will appear and disappear several times.

Follow the instructions given above and if your mental vision is not latent you will see **THE MAN**, who is deep in the minds and hearts of millions of grateful, loyal and sterling Americans.

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SEP - 5 1936 ✓

#27 X-E810
D4

The
Campaign Book
of the
Democratic Party
Candidates
And Issues
1936



✓ *Published by*
The Democratic National Committee
The Democratic Senatorial Committee
The Democratic Congressional Committee
Hotel Biltmore
New York City

Price 25 Cents



X-E810

.D4

We want Roosevelt again

#28

BECAUSE

-- OF --

FACTS AND FIGURES



Compiled by

L. O. ROBERTSON

National Statistician



Colored National Democratic League

1027 YOU STREET, N. W.

WASHINGTON, D. C.

Dr. F. O. Williston
NATIONAL CHAIRMAN

W. Tecumseh Bradshaw
LOCAL CHAIRMAN

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- 1436 - Dem
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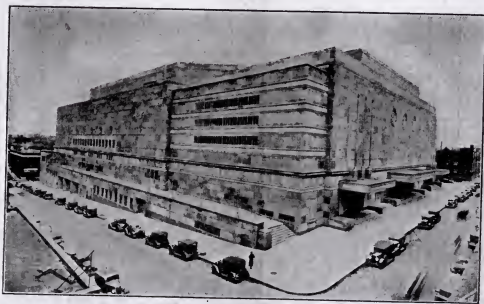
.D4

"ROOSEVELT AND LABOR" #29

By

J. L. ROGERS

AN OPEN LETTER TO THE MEN AND WOMEN OF AMERICA WHO WORK



MUNICIPAL AUDITORIUM

A \$6,500,000 Project, \$2,000,000 of which was paid to local union labor—an additional \$2,000,000.00 found its way to factory labor throughout the United States. A Federal grant made this project possible.

X-E810

.D4

Governor LANDON

vs.

#30

Candidate LANDON



This is the real story of Alfred M. Landon's record on vital issues since he became Governor of Kansas.

The record shows that he has reversed himself on all vital issues since becoming a candidate for President. The Republican platform reads like a condemnation of the policies which Governor Landon urged upon the Roosevelt Administration to combat the depression.

enjoy 2

E 70.0

#31

X-E810
D4

LABOR

LANDON'S PLATFORM



E810

X-E810

.D4

#32

רוזוועלטיזם פריינד און זיינע שונאים

פון לודוויג לאויסאן

DEMOCRATIC NATIONAL CAMPAIGN
COMMITTEE
FOREIGN LANGUAGE CITIZENS DEPT.
HOTEL BILTMORE
NEW YORK CITY

#33

Pres. no. 25

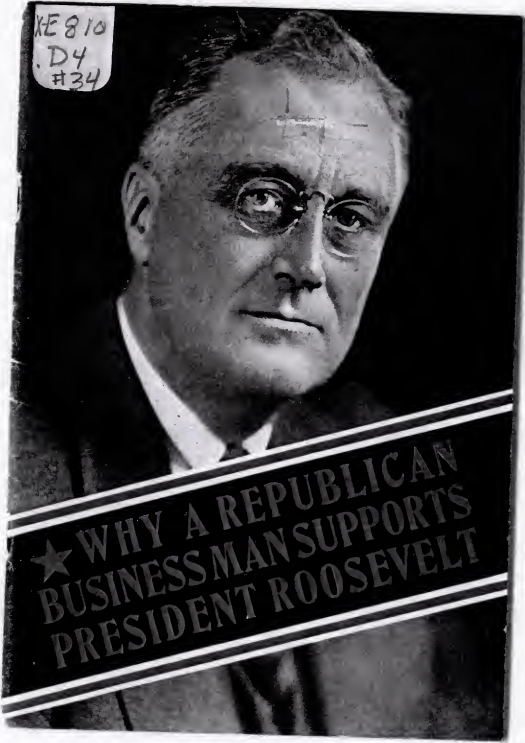
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.D4

*The President
and a
Plutocrat*



KE 810
D4
#34

A black and white portrait of Franklin D. Roosevelt, wearing glasses and a suit, looking slightly to the right. The portrait is the central focus of the image.

★ WHY A REPUBLICAN
BUSINESSMAN SUPPORTS
PRESIDENT ROOSEVELT

X-E810

.D4

#35

I'm from KANSAS:
By 'Gum



A
LETTER
FROM
KANSAS



PRICE 10c

FOR ADDITIONAL COPIES ADDRESS
42 MONROE AVE., DETROIT, MICH.

Copyright by Daniel E. Riley; Sept. 1936

E810.D

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.D4

#36

I'm from KANSAS.
By Gum



A LETTER FROM **K**ANSAS



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Copyright by Daniel E. Riley, Sept. 1936

4

XE 810
D4 #37

Boondoggling

The Story of the
"\$25,000"
MEMPHIS
DOG HOUSE
and
OTHER STORIES

X-E810

:D4

#38

Boondoggling

The Story of the
"\$25,000"
MEMPHIS
DOG HOUSE
and
OTHER STORIES

KE 810
.D4 H39

The Case Against

**FRANKLIN D.
ROOSEVELT**



X-E810

.D4

#40



**YOUR CHILD
HAS A STAKE
in this
ELECTION**

X-E810

.D4

#41

**The Opponents
of
President
Franklin D.
Roosevelt
in the
Coming Election**



Copyright 1936
By Sophus Hartmann
Chicago, Ill.

X-E810

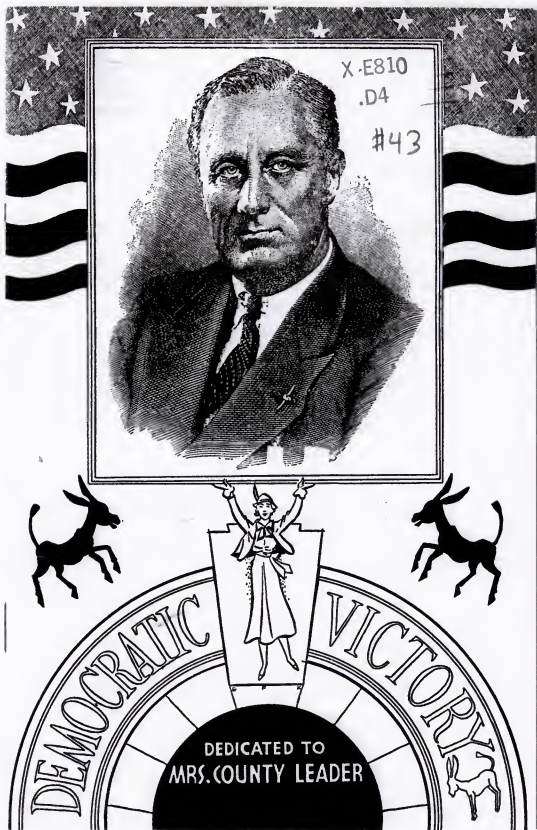
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#42

✓
**The Opponents
of
President
Franklin D.
Roosevelt
in the
Coming Election** ✓



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By Sophus Hartmann ✓
Chicago, Ill.



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#144

Roosevelt for Progress

Vincent V. Kalnik

Vincent V. Kalnik, Author and Publisher
2408 S. Central Park Ave., Chicago
Tel. Crawford 4925

Printed July 7, 1936

First Edition

X-E810

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#45



Roosevelt

for

Progress

Vincent V. Kalnik

Copyright—1936—By Vincent V. Kalnik, Author and Publisher
2408 S. Central Park Ave., Chicago
Tel. Crawford 4925

PRINTED JUNE 7TH
REPRINTED JULY 22, AUG. 6, & 11TH.

FORM 1936
100M

100,000

WHEN DROUGHT COMES

#46

Is It Local Hard Luck or The Nation's Problem?

When drought strikes our farmland, who should bear the burden of relief and reconstruction?

Should local communities whose tax revenues have been hit by crop failure be left to sink or swim? Or should the Federal Government step in and give aid?

Great cities have been developed by the productive work of farmers of the Great Plains. When causes beyond the farmers' control result in widespread crop failure, should not those cities lend a helping hand? Should not the entire nation share the responsibility? IS DROUGHT A LOCAL PROBLEM?

Hoover's Record of 1930

In 1930, the Southwest was hit by a severe drought. The Hoover Administration said that relief was a LOCAL PROBLEM. All it did was try to get lower freight rates and offer limited loans for livestock feeds.

Hoover asked Congress for funds to lend farmers money to buy livestock feed. Those whose crops were destroyed were told that they would have to depend upon local charity to feed their children. Some loans for hungry livestock; none for hungry children.

Thumbs Down



1930

Is it any wonder that a group of farmers stormed the business district of England, Arkansas, in 1930, demanding food for their children. These farmers, whose rich land had not produced because of the drought, shouted as they took food from stores: "We are not beggars; we are willing to work!"

Cooperation



1934

ROOSEVELT MADE BANK DEPOSITS SAFE

The President Said—

#47

"... We have enabled the public, through a practical prosperity, to begin to pay their debts, to paint their houses, to buy farm tools and automobiles, to send more boys and girls through school and college, to put some money in the bank, and, incidentally, to know for the first time that the money in the bank is safe."—President Franklin D. Roosevelt (Charlotte, N. C., Sept. 10, 1936).

Landon Said—

"In my judgment, the guarantee of bank deposits, if carried out in this country to its logical conclusion, will completely destroy the entire banking system."—(Paper delivered before American Bankers Association, September 6, 1933.)

During the four years of Hoover, 8,450 banks failed. Since the enactment of the federal deposit insurance legislation recommended by President Roosevelt, only sixty insured banks have suspended. AND THE FEDERAL DEPOSIT INSURANCE CORPORATION has paid in full ALL the depositors and has never had to touch its capital.

When President Roosevelt took office, the banking situation had become a national calamity. Prompt and courageous action by the President averted complete ruin. After the banking holiday, the President took action to remove all doubts as to the safety of depositors' money in insured banks. Landon would repeal this guaranty of safety to the people of the country who have put their funds in insured banks. This would be one of the first steps toward a return to the deflationary policies of the Hoover Administration which brought about the collapse in 1932.

REMEMBER 1932?



The Roosevelt Record for Agriculture #48

1932 vs. 1936

That is the issue of this Presidential campaign for farmers.

For the first time since present farm problems emerged, we have a national administration conscious of its responsibility to agriculture.

In LESS THAN THREE MONTHS after inauguration, President Roosevelt had put into effect a national agricultural program, recommended by farm leaders and administered by farmers themselves.

The Results For Farmers

Through the AAA and other Roosevelt recovery measures, farm prices are on their way back to decent levels. When the Supreme Court held certain provisions of the AAA unconstitutional, the Roosevelt Administration did not quit. Congress promptly enacted the Soil Conservation and Domestic Allotment Act, based on joint state and federal action, with the declared objective of establishing economic equality for farmers.

FARM
INCOME



1932

What have been the
results of the Roosevelt
farm program
and other recovery
measures?



1936

\$5,300,000,000

← Cash farm income: →

\$8,100,000,000

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D

WHO'S AGAINST ROOSEVELT

1149



One of the best ways to judge a man is by the enemies he has made. This is particularly true of a President of the United States. If those who have been accustomed to enjoy special favors from a National Administration are opposed to a President, it is certain that the man they oppose has refused to grant those customary favors. On the other hand, the active support of a candidate for President by those same forces reveals that they expect to have their privileges renewed if they are successful in getting their candidate elected.

The issue has never been so clearly drawn as in the 1936 campaign. President Roosevelt, through his program of recovery, has made the interest of the average man his first consideration. He has been the first President to put into operation a real, national farm program. The forces backing Governor Landon have always opposed a square deal for farmers. These groups would be the dominating influence if Governor Landon were President.

One of the most important questions to be decided in the Presidential election is whether the Chief Executive of this nation shall be free, as President Roosevelt is free, to administer the affairs of the nation in the interest of all the people or whether the organized power of a few industrial and financial overlords shall dictate the national policy.

But let a Republican newspaper speak. The Springfield (Mass.) Republican accurately describes the choice confronting the American people in these words:

"The organized, centralized power of finance and industry—including not all men in business by any means—has learned that it cannot dominate or control the President of the United States now in office; and it has come to believe that it cannot hope to control him should he be re-elected."

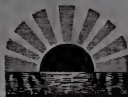
"That this has proved to be true, is perhaps the most significant development of Roosevelt's public career. Organized finance and industry has usually dominated Presidents in the sense that it has had a decisive influence with them; and it has so much at stake that it cannot tolerate the idea of the continuation of an administration in which it cannot exercise a major control."

"If we are witnessing a struggle for power, the New Deal must be 'liquidated' in the interest of 'the real rulers of the country' in their view, regardless of the services it may have performed. That is the essence of the underlying issue."

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1150



The
American Horizon
The People's Friend
Franklin D. Roosevelt



THE PRESIDENTIAL ISSUE

NINETEEN HUNDRED THIRTY SIX

Today As Never Before

"The shining light is the power of truth." The strength that towers above all the "Bally-hoo" the confusing din and the misleading political scavengers!

"Summary"
United

American-People
Pass this along to
another friend.

Not all the kings horses, the men, the money, and "Bally-hoo" will defeat the votes of the American people.

Their humble reward to the Roosevelt Administration for service rendered the nation.

"The Publisher's
Dream"

A Private Dictator!
Thus the power,
thus the giant.
WHAT NEXT?

Disturb not the patient, courageous people lest their wrath fall upon thee.

THE DEAD ISSUE MEMORIAL

For all the
gallant gestures,
empty phrases & etc.

In Memory of
G. O. P.
Brave Deeds,
Promises, etc.
— Born 1929
Died 1932 —
Remains herein of the
Chickens, Pots, and
Cars and the Prosperity
Around the Corner.

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.D4

#151



The
American Horizon
The People's Friend
Franklin D. Roosevelt



THE PRESIDENTIAL ISSUE

NINETEEN HUNDRED THIRTY SIX

Today As Never Before

"The shining light is the power of truth." The strength that towers above all the "Bally-hoo" the confusing din and the misleading political scavengers!

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Cars and the Prosperity
Around the Corner.

Vote

THE DEMOCRATIC EMBLEM EVERYWHERE. THAT
WHICH TURNED DISASTER INTO RECOVERY

THE CAPTAIN ON THE BRIDGE

Our mighty ship has hit a gale
The typhoons of the West
But God has calmed the seas again
Now we know that we are blest
The captain on the bridge
Depends upon the crew
To help him in this abating storm
And they know what to do.

All passengers in the first class
Must give a helping hand
To the third class down below
As the captain does command
There is no need for life boats
Our ship can stand the gales
And plough her way to calmer seas
If the crew all pull the sails.

The crew has been ever loyal
They have always met the test
With this captain on the bridge
They have turned the worst to best
Give this commander full cooperation
He has the compass in his hands
To guide us through this hurricane
To the shores of golden lands.

It's not just what opponents say
It's what the captain does that counts
Cold cash has turned the tide
And is used in right amounts
Give him hand and heart cooperation
With your cents and dollars to expend
Then like sun we'll calm the seas
And bring this typhoon to an end.

VOTE a full supporting Democratic Crew everywhere from coast to coast.
Remember the last Republican Crew wrecked the ship on the shores of
distress and left eleven million passengers stranded and destitute without even
chickens or pots.

(OVER)

Vote

THE DEMOCRATIC EMBLEM EVERYWHERE. THAT
WHICH TURNED DISASTER INTO RECOVERY

✓ THE CAPTAIN ON THE BRIDGE

X E810
.D4

#53

Our mighty ship has hit a gale
The typhoons of the West
But God has calmed the seas again
Now we know that we are blest
The captain on the bridge
Depends upon the crew
To help him in this abating storm
And they know what to do.

All passengers in the first class
Must give a helping hand
To the third class down below
As the captain does command
There is no need for life boats
Our ship can stand the gales
And plough her way to calmer seas
If the crew all pull the sails.

The crew has been ever loyal
They have always met the test
With this captain on the bridge
They have turned the worst to best
Give this commander full cooperation
He has the compass in his hands
To guide us through this hurricane
To the shores of golden lands.

It's not just what opponents say
It's what the captain does that counts
Cold cash has turned the tide
And is used in right amounts
Give him hand and heart cooperation
With your cents and dollars to expend
Then like sun we'll calm the seas
And bring this typhoon to an end.

VOTE a full supporting Democratic Crew everywhere from coast to coast.
Remember the last Republican Crew wrecked the ship on the shores of
distress and left eleven million passengers stranded and destitute without even
chickens or pots.

(OVER)

#54

ECONOMY

O, we hear a lot of raving, we talk economy,
How did we like the saving of the thrifty GOP?
With Hoover in four years ago our banking laws were lax
We found we had no income, so we **SAVED** our income tax.
 Yes, we saved our income tax
 For our banking laws were lax,
We found we had no income, so we saved our income tax.

Some folks were buying houses, when salaries took a drop
Their little monthly payments came right to a deadly stop.
Into the street these people moved, they couldn't pay the loan
And slept on hard park benches, **SAVED** from living in a home.
 SAVED from living in a home
 For they couldn't pay the loan
They slept on hard park benches, **SAVED** from living in a home.

In one administration, we had a Teapot Dome,
We barely saved the Capitol and kept the White House home,
The farmer back in twenty-nine was digging in his soil,
The mortgagees soon closed him out and he was **SAVED** from toil,
 Yes he was saved from toil
 From digging in his soil,
The mortgagees then closed him out, and he was saved from toil.

Why should we boost the worker's pay? Why help the lame and old?
If a man now fights for Human rights he's a demagogue we're told.
When he's working for "big interests" he's a statesman and a sage,
He **SAVES** the average worker from the savings of his wage.
 He's a statesman and a sage
 When he downs a living wage,
He saves the average worker from the savings of his wage.

Our alphabet was still intact until four years ago.
Of **FHA's** and **CCC's** we really did not know.
The **NRA's**, the triple **A's** the higher courts refuse,
Now they are gone shall we go back to Hoover's **IOU's**?
 Roosevelt has shown the way,
 Vote for him election day.
His "Alphabet" we won't forget has saved our **U.S.A.**

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Why I am for Roosevelt

By

JOSEPH BATTAGLIA ✓

Anti-Prohibition Writer & Publicist

DUNELLEN, N. J.

During the last Republican Administration, a few unscrupulous, rich and powerful Republicans, uncovered by our laws and with the concurrent help of the Federal Reserve Bank framed the people, created the depression, and tried to take away our gold.

When the Stock Exchange was tumbling down and the money of the people was flying into the hands of the privileged class; Mr. Hoover instead of closing the Exchange and protecting the investors, was playing with the Enforcement Of The Eighteenth Amendment; like Nero when Rome was burning, he was playing his fiddle and enjoying the spectacle.

When the depression was engulfing our rich nation, destroying our homes and the people were starving for lack of money and work, something should have been done regardless of cost or minor consequences to save the United States from self-destruction; but the Republican Administration declined to act accordingly.

The Democratic Administration under the leadership of President Roosevelt prevented a disastrous revolution by putting the embargo on Gold, repealing the Eighteenth Amendment, financing Public Works, putting the banks on a sound basis, financing needy institutions, getting off the Gold Standard, etc.

The cry of squandering money, piling up public debts, and the fear of inflation is blind ignorance. The Federal Government can balance the Budget by wise legislation and proper taxation. The obligations of the Government are internal and not external, therefore the credit of the United States is sound and we still remain a creditor nation.

The same unscrupulous band is fomenting powerful and poisonous propaganda against the New Deal in order to elect a Republican president for their own protection.

Roosevelt must be re-elected for the welfare of the United States and for the benefit of the people.

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#57

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The Democrats Song of Victory.

Dedicated to
Franklin D. Roosevelt and Millions of Voters in America.

(Copyright, August 1936.)

Words by Martha Birch Ashby of Turney, Missouri.

Basis for Roosevelt's Nation-wide Relief Administration,
Matthew, 25th Chapter, 35th to 40th verses:

"I was hungry and ye gave me meat—
I was thirsty and ye gave me drink,
I was naked and ye clothed me."

"Inasmuch as ye have done it unto the least of these,
my brethren, Ye have done it unto me."

Verse 1.

Hoover and Curtis scrambled about,
Busted banks, and prices fell out.
Hungry men needed work each day.
G. O. P's, why didn't you pay?

CHORUS

Roosevelt and Garner, too,
Lead the Democratic crew.
Ha, Ha, Ha—Whoop a la lee,
Happy, happy, we Democrats be.

Verse 2.

Roosevelt gives relief to all,
Hear, oh hear the dollars fall;
Old age pensions beats them all.
Vote for Roosevelt in the fall.

(CHORUS)

Verse 3.

Triple A helps the farmer stay;
W. P. A. builds broad highway.
Come, then, join Roosevelt's band—
The very best in all the land.

(CHORUS)

Lest We Forget

A PRAYER

Our Father in Heaven, grant that we may remember forever our President, who, in Thy will, led our land from the depths of depression, when despair was rampant in our nation, delivering us from chaos, assuring our daily bread, and maintaining unblemished the power and glory of our Government.

Now that his arduous work is nearly done we fear, O Lord, the temptation that besets mankind, to forgetfully cast away the leaders of good even as our Savior Jesus was rejected. Deliver us from this evil; maintain our fortitude to remember the good that Roosevelt has done; and in gratitude grant him office again. Amen.

(Copyright, 1936, by F. C. Montuori, Washington, D. C.)

#60

THE MAN IN THE STREET IS WISE TO YOU.

I
Go on and yell but you'll never sell your ballyhoo,
For though you yell as loud as--well, it's ballyhoo,

Refrain

You G. O. P. would like to be
Back in Washington, D. C.

Repeat Refrain

But the Elephant's developed Knox
And you won't get around the block,
With all your blinkin' ballyhoo.

II
Go on and yell but you'll never sell your ballyhoo,
For though you yell as loud as--well, it's ballyhoo,

Refrain

We know just what your gang would do
For Hoover did the same thing too,

Repeat Refrain

We know Frank has you scared to death,
So why the heck don't you save your breath
And all your blinkin' ballyhoo?

III
Go on and yell but you'll never sell your ballyhoo,
For though you yell as loud as--well, it's ballyhoo,

Refrain

They all hate Frank, the chosen few,
For what he would not let them do:

Repeat Refrain

So go and yell till your face is blue,
The Man in the Street is wise to you
And all your blinkin' ballyhoo.

IV
Go on and yell but you'll never sell your ballyhoo,
For though you yell as loud as--well, it's ballyhoo,

Refrain

Though every die-hard in the land
Whoops it up to beat the band,

Repeat Refrain

With Knox and Landon on his trunk
The Elephant's already sunk,
For all your blinkin' ballyhoo.

V
Go on and yell but you'll never sell your ballyhoo,
For though you yell as loud as--well, it's ballyhoo,

Refrain

With Landon in the driver's seat
The Elephant's a cinch to beat,

Repeat Refrain

Just watch the famous Roosevelt smile
And the Donkey win by half a mile
With all your blinkin' ballyhoo.

— Words by Thomas H. Gallagher
Orange, New Jersey

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— Words by Thomas H. Gallagher
Orange, New Jersey

Copyright 1936 by Thomas H. Gallagher, Orange, N. J.

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#62

"WHO CAN BE ABLE"

Spread this for me
All over the country,
Before November three
I don't want a penny.

"Talk's No Use"

Mister Smith
You better quit,
Talk's No Use
We can't refuse.

Roosevelt for another President?
We want Roosevelt, be content.
To see United States continent
For Roosevelt again in movement.

Copyright
By Angelo Pantaleo
Oct. 10th, 1936



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64
Boston Democratic City Committee

ROOSEVELT ROUND-UP #63 RALLY

National League Baseball Field
COLUMBUS DAY, OCTOBER 12, 1936

We invite every fair-minded man and woman who holds the future welfare of this nation above Party Politics to take an active part in the re-election of America's ablest and most humane leader since Lincoln by enlisting in our Seven-Point Personal Opinion Contest. In this way, Boston's vote of November 3rd will be the greatest ever given a candidate for the office of President of the United States of America and will again deliver Massachusetts to Franklin Delano Roosevelt.

THE MOST *Stupendous and Spectacular Night Show* EVER STAGED

Honored Guests

★ President FRANKLIN D. ROOSEVELT

★ U. S. Senator JOSEPH ROBINSON

Entertainment

American Legion and Veterans of Foreign Wars BANDS AND DRUM CORPS
REVIEW AND STREET PARADE
FIREWORKS WITH MAMMOTH UNIQUE CAMPAIGN SET PIECES
AMERICA'S LEADING ENTERTAINERS

★ Membership Subscription of \$1.00 includes admission ticket, personal opinion ballot, and our original 1936 campaign button.

Every subscriber will receive an official receipt.

TRUTHS
★

OPEN

ADVANCE COPY.

(FULLY ILLUSTRATED COPY IN PREPARATION.)

"We will not go back to the same old Crooked Corner
in the same old Dreary Street."

ORIGINAL
CAMPAIGN RHYTHMS

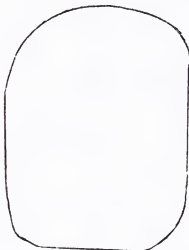
1936

DEDICATED TO

PRESIDENT FRANKLIN D. ROOSEVELT

by

M. H. LEWIS



A Magic Voice, a Sunlit Smile,
A Leader, New and Bold,
A Nation's Faith anew was born,
For Human Rights, Not Gold.

(See page 2.)

With Roosevelt forward marching,
See them beat a wild retreat,
And save our glorious country,
From the blight of Dreary Street.

(See page 4.)

The Rugere Press 62 West 45th Street New York Telephone Vanderbilt 3-6497.

Copyrighted 1936.

#64

#65

MEMORANDUM FOR THE PRESS

Note to Editors and Correspondents: For your convenience there is attached an advance copy of an address "What Shall The Republican Platform Be?" to be delivered by Secretary of the Interior Harold L. Ickes at Washington, D. C., Sunday, June 7, 1936 at 10 p.m., Eastern Standard Time, over the National Broadcasting System. The address is released for publication upon delivery only.

17-18-41

#66

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PROSPERITY

ROSE !! /

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PROSPERITY

ROSE !!

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GRAFT OR POVERTY

(COPYRIGHT 1936 BY W. T. GRIDLEY)

Twelve long years.

Twelve long years.

Remember how they ran?

Remember how they ran?

The Harding and Coolidge and Hoover flunk,

All typical of some Republican bunk,

Sure, we stuck and believed till our payroll
shrunk

In those twelve long years.

Twelve long years.

Twelve long years.

Was there a promised land?

Even with shifting sand?

When Roosevelt promised to lead us there,

'Twas before he got into the White House chair,

And found there was bankruptcy everywhere

In the promised land.

Twelve long years.

Twelve long years.

To nineteen thirty-three,

To nineteen thirty-three,

Our coats were in pawn we had no shoes to shine,

No shirts, socks or pants, we had joined the

bread line

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









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Farmers— Make Your Choice

Republicans Failed the Farmer

PRICES FARMERS RECEIVED	
HOOVER MARCH 1, 1933	ROOSEVELT MARCH, 1936
WHEAT (PER BU.)  - 48.¢	 - 90.9¢
CORN (PER BU.)  - 24.1¢	 - 58.5¢
HOGS (PER CWT.)  - 3.22	 - 9.11
COTTON (PER LB.)  - 5.9¢	 - 10.9¢
TOBACCO (PER LB.)  - 6.1¢	 - 8.7¢

Farm income dropped more than 8 billion from 1920 to 1933.

Farm exports declined over a billion in value under the Hawley-Smoot Tariff.

Farm real estate values fell over 35 billion from 1920 to 1933.

Farm mortgages reached a peak of 10 billion under President Hoover.

Between 1931 and 1933 there were 2,834 country bank failures.

Republicans offered no remedy for the farmer's plight except the Hoover Farm Board which spent money on high official salaries and sent wheat prices to low levels.

Republicans repudiated their campaign pledges to restore farm purchasing power.

Democrats Gave Hope and Help

Under President Roosevelt farm relief was *immediate and continuous*. The Farm Credit Act saved half a million homesteads and refinanced thousands of debt-burdened farmers. The AAA went straight to the heart of the farm problem by paying farmers a bounty to cooperate in cutting the huge surpluses of wheat, cotton, corn and other farm products for which a foreign market no longer existed. The new Soil Conservation Act will continue to sustain farm income and will build up the fertility of farm land.

Today

Gross farm income was 2½ billion more in 1935 than in 1932 and is still rising. Less than ¼ this sum is from bounty payments—the real jump is a 62 per cent gain in farm prices.

Wages paid farm labor are 10 to 12 per cent higher (1936) than last year.

Farm property has increased in value 3 billion in 3 years.

Total deposits in all national banks are the highest in history (March, 1936).

Democratic trade pacts are widening farm markets. Not over 3 per cent of agricultural imports are due to trade concessions while farm exports to 8 countries with pacts in effect long enough to show results, rose 15 per cent for the first quarter of 1936 compared with 1935.

Four out of every 10 persons reemployed in industry owe their jobs to farm recovery.

Compare Your New Deal with Your Old Deal
Reelect Roosevelt and Garner

"The delegates have been convinced . . . that the influence of 'Wall Street' has disappeared from the party councils. This belief is another testimony to the smooth work of the Kansas syndicate. The fact that much of Governor Landon's pre-convention strength and useful packets of cash were contributed by that very Wall Street has not come to the surface in Cleveland, although it is well known in New York."

—News account of the Republican Convention
"N. Y. Times" (Independence), June 12, 1928.



Don't Go Back and Backward with Republicans

The hands of the Republican candidate are tied by a small but powerful section of his party. This group are its chief financial backers. Inevitably they must be recognized and rewarded. They have already put their candidate in the straitjacket of their platform. Although it borrows a New Deal front to fool liberals the platform shows that the same Old Guard is in control. IT POINTS

BACK to More Hawley-Smoot Tariffs —

Although Republican high tariffs ruined our farmers and brought on depression, Big Business in the Republican Party demands the repeal of the Democratic trade pacts which have helped to increase our foreign trade 48 per cent in 3 years.

BACK to 48 Cent Wheat, 6 Cent Cotton, 3 Cent Hogs —

The Republican agricultural plank scores the New Deal control measures which raised farm income 2½ billion. It offers a weak imitation of Democratic soil conservation policy and submits a medley of 13 theories for true and tried Democratic farm relief. Contrast the Republican record of broken pledges to aid the farmer with the direct and practical help given him by Democrats.

BACK to Insecurity for Wage Earners —

In place of a self-respecting, self-sustaining system of old age insurance based on contributions by employers and employees during a worker's earning years, Republicans hold out a vague promise of "supplementary payments" for "every American citizen over 65" coupled with a vague threat of a wide-spread income tax to pay the bill. Since this would reach 2 billion a year, how about that balanced budget? And in place of a fair national system of unemployment insurance Republicans advocate state action again, under which only one state, Wisconsin, adopted such measures prior to the Democratic Social Security Act on account of the competition of uninsured industries in other states.

BACK to Breadlines in Relief —

In calling for the return of relief to states and local governments, Republicans completely disregard the fact that today states are carrying the full burden of 1½ million unemployed and their families—6 million individuals in all—and, in addition, local communities are contributing as much as they are able—more than 225 million—to work relief projects. Any heavier load on states and local units would result in acute distress and inadequate care. Mayors of 100 large cities have endorsed federal work relief.

BACK to High Electric Bills —

Since the New Deal is not entering private industry except when private industry prevents the use of cheap and abundant electricity, the Republican plank about "withdrawal of government from competition with private pay rolls" is a thinly disguised pledge to the Power Trust to scrap the New Deal power program. Through the competition of such federal power "yardsticks" as T.V.A., more than \$80,000,000 has already been cut from our national electric bill.

"The brave and clear (Democratic) platform adopted by this (Democratic) convention, to which I heartily subscribe, sets forth that government in a modern civilization has certain inescapable obligations to its citizens, among which are protection of the family and the home, the establishment of a democracy of opportunity and aid to those overtaken by disaster."

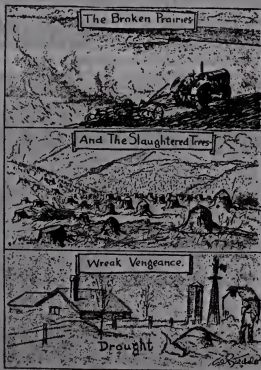
—Acceptance speech, 1936—FRANKLIN D. ROOSEVELT

**IF YOU STAND FOR PROGRESS
STAND BY THE DEMOCRATIC PARTY**

Our Wealth of Earth and Water

For the first time the Federal Government is waging a nation-wide campaign to stop waste and exploitation of our natural resources. Under the New Deal our precious heritage of land and river and forest is being saved for future generations.

#774



Courtesy of Daily News

LOST RICHES

Over 50 million acres of crop land totally ruined in the last century by soil erosion (destruction of top soil by wind and water). Another 150 million acres in serious plight. Annual loss equals 400 million dollars.

Still another 300 million acres suffering from soil depletion (loss of plant food in the soil) so that crop yields are cut in half.

Annual flood damage of 50 million. Congress has spent 176 million for flood relief.

About 60 million acres of timber land now useless from improper cutting.

Some 42 million forest acres swept by fire every year at a loss of approximately 60 million.

Annual forest losses due to beetles, moths, and other insects, about 100 million dollars.

Countless American families are on relief because they are stranded on barren soil or in abandoned forests.

THE NATIONAL CONSERVATION ARMY

1. The new Soil Conservation Administration (S.C.A.) is making it possible, through bounty payments, for farmers to shift 30 million acres in 1936 from soil-depleting crops to soil-building crops like grasses and legumes. As a result not only will the land be given a chance to regain its health but the work of the A.A.A. will be continued and farm prices maintained. The regular Soil Conservation Service program of the Department of Agriculture is reaching 16,400 farmers with erosion-control demonstrations covering 3,600,000 acres, besides treating 20 million acres of public lands.

2. Although the main purpose of the Tennessee Valley Authority (T.V.A.) is to build a series of dams to curb floods and make the Tennessee River more navigable, this purpose goes back to the land. Years of plowing corn and cotton have loosened the top soil in the Valley so that rains have torn the countryside with gullies and filled the river channel with mud. In order to achieve its ends, the T.V.A. is helping farmers fill up the gullies, terrace their acres and plant soil binding crops. It is developing and distributing fertilizers, supplying cheap electricity and bringing hope to thousands of discouraged farmers in 7 states.

3. Besides improving the Tennessee Valley, the Government is engaged in scientific river con-

trol in every corner of the country. Through government departments and agencies, it is building 37 major dams to harness waters for flood control, navigation, irrigation and (in 19 cases) electric power.

4. The Rural Resettlement Administration (R.R.A.) salvages both land and those who dwell on the land. It is buying some 10 million acres of "dead" farm land and turning it into national parks, grazing ranges, forests, game preserves and other uses. At the same time it is giving over 600,000 destitute families in rural slum areas a chance to get a new start in life, by farm loans or transfer to better soil where they can earn a decent living. Since the cost of schools and roads in barren sections often exceeds tax income, land resettlement saves money for state and county treasuries.

5. The Civilian Conservation Corps (C.C.C.) has enrolled more than a million young men in conservation work. Under the direction of the Department of Agriculture they have built nearly 2 million soil erosion dams and otherwise improved 2 million acres of agricultural land. Under the Forest Service they have planted half a billion trees, driven pests and blights from 29 million acres and reduced fire hazard on over a million acres. The C.C.C. has added over half a billion dollars to the wealth of the nation.

LOOK AHEAD WITH ROOSEVELT



Saved

MORE THAN A MILLION HOMES

"Take away the spectre of too high interest rates—save homes; save homes for thousands of self-respecting families and drive out the spectre of insecurity in our midst."

FRANKLIN D. ROOSEVELT, *Acceptance Speech, 1932*

"Be it ever so humble
there's no place like home."

Remember Republican Days

When frantic homeowners could not pay their mortgage interest—sometimes 6, 8 or even 12 per cent.
When banks, loaded with unsaleable real estate but without ready cash, failed at the rate of 100 a month.
When business, unable to get bank credit, piled up over 25,000 bankruptcies in 1932.

Democrats to the Rescue

One of President Roosevelt's first acts was to fulfill his campaign pledge. The Home Owners Loan Corporation (H.O.L.C.), created in June, 1933, gave distressed homeowners a chance to keep their homes by refinancing their loans for 15 years at 5 per cent interest, with principal repaid by small monthly installments. It gave distressed banks and mortgage companies a chance to exchange their defaulted mortgages for its government-guaranteed bonds. In the country, similar emergency help was offered through the Federal Land Banks by the Farm Credit Administration (F.C.A.).

Results:

H.O.L.C. restored 1,000,749 homes to their owners, F.C.A. saved a half million more.
In June, 1933, mortgages were foreclosed at the rate of 1,000 a day, in March, 1936, foreclosures were lowest in 5 years.
By paying \$225,000,000 in back taxes, H.O.L.C. enabled towns and counties to continue schools and other public services.
H.O.L.C. advances of \$75,000,000 for home repair benefited workmen, contractors and dealers.
Farmers have saved over 20 million in annual interest charges on loans refinanced by F.C.A.
The exchange of liquid government-guaranteed bonds for frozen mortgages has protected the savings of 50,000,000 people invested in real estate by banks, insurance and loan companies.

Other Federal Helps to Housing

The Government has not only saved homes. It has encouraged buying new ones and renovating old ones. It has aided slum dwellers, in city and country, to get decent housing.

PRIVATE HOME FINANCING: Thanks to the Federal Housing Administration (F.H.A.) you can borrow money from your bank or loan company to build or modernize your home on the easiest of terms because F.H.A. insures the lending agency against losses from such loans. Other methods by which the Government has liberalized funds for home financing are the encouragement of new Federal Savings and Loan Associations in counties without adequate loaning service, and by opening a more ample flow of credit from the 12 regional Federal Home Loan Banks into member institutions.

COMMUNITY HOUSING: The Government is stimulating low cost housing construction in various ways. *Inside of cities,* Public Works Administration (P.W.A.) is building 50 projects and loaning funds for 7 others; *outside of cities,* the Resettlement Administration is erecting small homes in 93 rural community projects and about 4,000 houses in model suburban settlements. F.H.A. has insured loans for 12 enterprises and has a mortgage insurance plan for the private construction of low-priced "garden homes."

Results:

Home building for the first quarter of 1936 rose 372 per cent over 1934.
Over a billion has been spent for home repair under F.H.A. leadership.
Private mortgage loans for new construction are more than double any year since 1931.

KEEP YOUR HOME SECURE . . . KEEP YOUR COUNTRY SAFE

Reelect President Roosevelt

ROOSEVELT or REACTION?

Wage Earners — Your Vote Is Your Answer

"We cannot afford to make any change in the leadership of our present forward-looking social movement. We have been inspired and thrilled by the leadership that destiny has given us and we want to continue it without change."

—WILLIAM GREEN, *President,
American Federation of Labor*

*Address before National Women's Trade Union League
(May 5, 1936)*



The REMEMBERED Man

DEEDS — NOT WORDS

President Roosevelt has not given lip service to Labor. He did not promise a chicken in every pot and 2 cars in every garage. But he is doing all in his power to make life easier, safer, and happier for the average man and woman.

The "standpatters" and the greedy interests are "ganging up" against the President. They want a return to Republican prosperity—for the few at the top. President Roosevelt stands for lasting prosperity—in which all share, for "higher wages for workers, more income for farmers, more goods produced, more and better food eaten, fewer unemployed, and lower taxes." (*Franklin D. Roosevelt, April, 1936.*)

LABOR STEPS FORWARD

I. UNEMPLOYMENT RELIEF—The unemployed still look for jobs. But Democrats have not followed the Republican example of leaving men out of work to beg and starve. Instead of a \$15 monthly dole, Democrats have given millions of men self-respecting work, in their trades where possible, averaging \$50 a month on W.P.A. relief projects and paying prevailing rates under P.W.A.

II. THE SOCIAL SECURITY ACT—No federal law has brought greater protection to wage earners. Under it: (1) A worker, at 65 years, will get \$10 to \$85 a month, depending on service, in federal old age insurance to which both he and his employers have contributed; (2) a worker, who is out of a job, will get unemployment insurance, through a federal tax on payrolls, if his state passes an insurance law approved by the Federal Government; (3) states will get federal grants, matching their own grants, for old age pensions for needy aged (relief) and blind, for mothers' pensions, child and mothers' health care, child welfare and public health.

III. THE RAILWAY PENSION ACT and THE RAILWAY AGREEMENT—The former is a law setting up a special old age insurance sys-

tem for railroad workers. The latter is a 5-year pact protecting men laid off by railroad mergers.

IV. THE NATIONAL LABOR RELATIONS ACT—The right of workers to organize and bargain collectively through representatives of their own choosing is at last established by federal law. A National Labor Relations Board hears and adjusts cases (in industries in interstate commerce) where this legal right is denied. Up to April, the Board settled 317 out of 641 cases.

Gains Made and Lost

N.R.A. codes, covering 90 per cent of industrial workers, put 3 million men back in jobs by cutting the work week one-fifth, added 3 billion dollars to payrolls, banned sweat shops and child labor. Although wages have lagged, hours lengthened and child labor increased 38 per cent since the Act was declared unconstitutional, N.R.A. pulled the wage earner out of the lowest depression and aroused the nation to inhuman working conditions.

Since the Guffey Coal Act was outlawed by the Supreme Court, Democrats seek a legal way of preventing cut-throat competition and chaos in the soft coal industry.

Industry has reemployed more than 5 million workers
Average weekly earnings (per worker) have gone up 23.7 per cent (March 1933-36)

Don't Be Fooled by Figures

I. SPENDING UNDER REPUBLICANS

Under Hoover the national debt rose $3\frac{1}{2}$ billion (net). Gross deficits totaled 7 billion in 3 years.

WHAT DID PRESIDENT HOOVER BUY?

A six-billion-dollar loss in farm income, bank failures, foreclosed homes, shut-down factories, government bonds at low levels, national panic. The depression was bought and the people sold.

Our Yearly National Income Dropped 40 Billion
Our Federal Revenues Fell 2 Billion

THIS WAS REPUBLICAN PROSPERITY

II. SPENDING UNDER DEMOCRATS

Under President Roosevelt the gross national debt has increased about 13 billion, including 1.6 billion for the bonus (end of fiscal year, June 30, 1936). Against this the Government has 2 billion in gold profit, a 2 billion increase in the General Treasury Fund, and 2 billion added investment in bank stocks, loans and other repayable assets so that the *net* increase is cut to about 7 billion. It costs less to carry this heavier debt because easier credit and able treasury financing have saved approximately 1 per cent in interest rates.

WHAT HAS PRESIDENT ROOSEVELT BOUGHT?

A $2\frac{1}{2}$ billion rise in farm income (1932-35) and half a billion gain in 7 months, 1936.
Reemployment of $5\frac{1}{2}$ million workers. A weekly payroll gain of 87 million since 1933.
Industrial production at highest level since 1930.

Only 34 bank failures in 1935 compared with more than 1,400 in 1932.
1936 dividends at a 5-year peak.
Government bonds at their top prices, the best test of treasury soundness.

Our National Income, as Estimated for 1936, Will Have Grown 21 Billion in 4 Years
Federal Revenues Are Running More Than Double the Receipts in 1933

THIS IS DEMOCRATIC PROSPERITY

III. BALANCING THE BUDGET

When President Roosevelt took office he faced a grave national crisis. He could stand on his platform and cut expenditures. Or he could draw heavily on government funds to feed the starving and aid banks and business. He chose the latter course as *the only road to recovery*. If the Government could shoulder a war debt of 25 billion to save Europe, President Roosevelt felt that it must use its credit even more freely to save its suffering people in a national catastrophe. *Had government help come sooner and on a more adequate scale, it would have taken less spending and lending to stop the depression.*

ORDINARY EXPENSES MET

In no fiscal year have the ordinary expenses of government under President Roosevelt exceeded revenues. Increases have been caused by farm aid, new construction and additions to regular recurring items such as veterans' benefits, pensions, national defense and the like.

EMERGENCIES BROUGHT RISE

RELIEF is the great human cost which has run

up government expenses. As good times return, this item is being lowered.

DECREASING THE DEFICIT

President Roosevelt's program calls for a steadily decreasing deficit each year. In 1935 the deficit was 400 million less than in 1934; had it not been for the soldiers' bonus and the loss of AAA taxes, the deficit would have declined again in the fiscal year 1936. For 1937 there will be a drop below 1936, as estimated by the Treasury, of over $2\frac{1}{2}$ billion to the lowest deficit since 1931.

The First Step to Reduce NATIONAL Debt is to Lighten PERSONAL Debt

Follow PRESIDENT ROOSEVELT Forward

DEMOCRATIC BLACKBOARD

RESIDUAL
1936

Pork Chops (1 lb.)	Bread (1 lb.)
Retail price 35c	Retail price 8c
Federal taxes 0	Federal taxes 0
Farmers' share 20c	Farmers' share 1 1/2c

1932

Farmers got only 7 1/3 cents out of 21 1/2-cent pork chops and only 6/10 cents out of a 7-cent loaf.

TODAY'S LESSON

1. For every dollar you spent on food in 1932 the farmer got 35 cents. For every dollar you spend today the farmer gets 47 cents. The extra 12 cents give more comfort to farmers and more jobs to city workers.
2. Although food prices were a third lower in July 1932 than in July 1929, factory workers got only 37 cents in 1932 for every dollar earned in 1929. Bad times pulled down prices.
3. Since July, 1932, prices have gone up 23 per cent but factory payrolls have gone up 93 per cent, urban income 29 per cent and factory employment 47 per cent. And farmers' cash income has gone up 60 per cent. Food prices are still 21 per cent below 1929 levels.

The wage-earner is ahead of the price rise.
The farmer is helped by the price rise.

EVERYBODY IS HAPPY
except Republicans

REPUBLICAN BLACKMAIL

Republicans are trying to scare you, Mr. and Mrs. Voter, with false stories about "hidden" taxes.

1. There are no federal hidden taxes on food, clothing, and other necessities unless one counts the payroll tax for Social Security which adds a fraction to the cost of living and will lighten the load of the local taxpayer. If we count this tax into retail prices, it is equally fair to figure in the "daddy" of all hidden taxes—the Republican tariff.
2. The only federal hidden taxes are those on gum, radios, soap, tires and other articles imposed by the Hoover Excise Act—after direct taxes on small incomes had been raised under Hoover and those on big incomes reduced three times by previous Republican Administrations.
3. Governor Landon's charge that hidden taxes burdening the poor, rose from 41 per cent of federal revenues in 1932 to 51 per cent in 1936 hides the truth. First, he took the Hoover fiscal year 1931-1932 instead of 1932-1935 before the Hoover Excise Act was passed. Second, he ignored the fact that the one new big item on the 1934 indirect tax bill is the tax on liquor yielding over \$500,000,000 in internal revenue. The true picture of hidden taxes on the consumer is that they increased from 41 to 59 per cent under Hoover and decreased 11 we except liquor taxes, to 38.5 per cent under Roosevelt.
4. Republicans try to confuse voters by confusing local with federal taxes. Four-fifths of higher food costs are due to improved purchasing power, one-fifth to drought, none to taxes.

Tainted truth is more dangerous than tainted food.

FAIR PLAY FOR ALL
with Roosevelt

DEMOCRATIC NATIONAL CAMPAIGN COMMITTEE

KEEPING THE BUDGET UNBALANCED ... But



Keeping

CHILDREN FED
FAMILIES TOGETHER
MEN AT WORK

If the Government could shoulder a debt of 25 billion to save Europe in wartime, President Roosevelt felt it must use its credit even more freely to save its suffering people in a national calamity. With ringing words, he voiced a new Democratic principle:

"An American Government Cannot Permit Americans to Starve"

Forgotten by Republicans

Under President Hoover, just one relief statute was passed. This allotted \$300,000,000 for loans at 3 per cent interest to states and cities. Many, already in debt, could not afford to borrow more.

The Result: Bread Lines—Farm Riots—Starvation—National Distress

Democrats Heed Human Need

Under President Roosevelt more than 25,000,000 destitute men, women, and children have been given a helping hand by Uncle Sam. In the first emergency, quick home relief was provided. But as soon as possible work relief was substituted for the "dole" in order to maintain not life alone but the self respect, the skill, and morale of American workers. Today states bear the load of 1 1/2 million unemployed. The Government supplies the able unemployed with work at living wages under federal supervision to insure nation-wide efficiency, but on local projects sponsored by local authorities and directed locally.

W.P.A. (Works Progress Administration) is giving some 2,300,000 men and women useful work suited as far as possible to their skills. The average monthly outlay per W.P.A. unit is: labor, \$50; material, \$2 (usually paid for locally); administration, \$2. Overhead averages under 4 per cent. Local contributions exceed 225 million.

P.W.A. (Public Works Administration) has employed another 2 million workers (1933-35), on important federal projects (costing over \$25,000 as compared with W.P.A. "light construction") or on non-federal projects financed by communities with the help of F.W.A. grants (up to 45 per cent of the cost). Grants may be supplied

ment by P.W.A. interest-bearing loans (up to 55 per cent of cost). More than half of P.W.A. funds go into materials, to aid "heavy" industries.

R.A. (Resettlement Administration) is caring for over 600,000 distressed farm families by loans and grants. Besides its regular program, the R.A. is aiding thousands of drought victims and helping certain farmers to move to better soil.

C.C.C. (Civilian Conservation Corps) is turning some 375,000 youths a year into vigorous, useful citizens who are saving the country's natural resources by forestry and soil-erosion work.

The relief program has added billions to national wealth in new buildings, great dams and hydro-electric power; paved highways, model housing, water and sewage plants, parks and playgrounds, conservation and other improvements. Four-fifths (81 per cent) of WPA funds are used for construction.

Mills and factories are getting over 3 billion dollars' worth of orders for construction materials. **WHEELS ARE TURNING**, 5 1/2 million unemployed are back in jobs, weekly pay envelopes contained \$42,000,000 more this year than last; business is booming, prosperity returning.

A NATION AT WORK CREATES WORK AND WEALTH

Keep America Working with Roosevelt

DEMOCRATIC NATIONAL CAMPAIGN COMMITTEE

Through Tariff Walls

Higher, Higher Up They Climbed

The Republican Hawley-Smoot Tariff almost DOUBLED our tariff rates. Since then we could no longer sell their goods here, they had to buy our goods. And, in return, struck back at us by raising their own tariff walls.

By 1932 American foreign trade had shrunk to less than a third of what it was in 1929. Our exports declined 52 per cent between 1929 and 1933.

Factories closed • Workers lost their jobs • Surplus farm crops went to waste.
A chief cause of depression was the loss of foreign markets from Republican policy.

Three Steps Back to Neighborly Trade

1. **THE RECIPROCAL TARIFF ACT** giving the President authority to alter existing rates by as much as 50 per cent and to develop foreign markets by trade agreements with other countries.

2. **MOST-FAVORED-NATION POLICY** whereby we secured the benefits of a low duty on goods imported from any one country to similar goods from all countries which do not discriminate against American trade. Since imports of a country are usually not restricted, it does not result in a flood of competing imports. On the other hand, each country is induced to extend to us any future concessions it may give another nation so that our trade is as free as possible and expanded automatically. Secretary of State Hull regards this principle as the "heart" of our trade program because it tends to lower world tariffs and to turn international considerations back to normal channels.

3. **RECIPROCAL TRADE PACTS** with 16 countries with which United States transshipments of their out-third of its foreign trade, including such major countries as Canada, France, Sweden, Brazil, Belgium, the Netherlands. Several more pacts are being planned.

Pacts of Mutual Profit

WHAT WE GIVE: The new Trade Pacts cut duties on about 12 per cent of American imports. Most of these imports do not compete closely with American products and, wherever competition does exist, safeguards are set. Thus, although the pact with Canada halves the duty on lumber, it limits the yearly entrance of competing woods at reduced rate to an amount less than 6 months' output of one big American mill. Likewise, cattle imports at lower rates have totaled only about 1 per cent of our domestic slaughter.

NO MORE LOSERS! Before any pact is signed, open hearings are held and months of scientific study given each export. When Republicans demand a return to protection and making—remember the swarms of lobbyists who brought pressure for this and that tariff—our tariff wall has been a graceful patchwork of protection and tariff. Now, however, the protection is gone, and the tariff is gone. Our exports have increased 46 per cent since 1932. Our imports have increased 124 per cent.

WHAT WE GAIN: Concessions made by the foreign nations cover some of the most important American exports such as automobiles, agricultural and electrical machinery, typewriters, sewing machines, meat, lard, oilseed, fruit, and other goods. Canada alone has lowered tariffs on 50 items. France has increased her quotas, letting in our exports. Russia, by special arrangement, agreed to buy essentially American goods, valued at \$100,000,000 a year, which are now grown in Russia.

TRADE HAS GROWN: Our total trade with the world has increased 124 per cent since 1932. Our exports have increased 46 per cent. Our imports have increased 124 per cent. This is a record for any nation in the world.

TOTAL FOREIGN TRADE HAS RISEN 46 PER CENT (1932-1935)

Less Tariff
means
More
Business



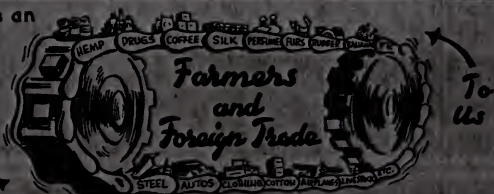
TRADE BARRIERS BROKEN

Reflect
Roosevelt
and
Restore Trade

THE ECONOMIC NATIONALIST

Trade is an
endless
chain

From
Us →



Adapted from the New York Daily News

Excess Products for Export

Our yearly output of cotton, pork, fruits, tobacco, and grain in normal years as well as automobiles, machinery, and a host of other agricultural and industrial products is geared to a scale which exceeds domestic consumption by 10 to 50 per cent. Unless we have a foreign market to take these over-supplies, they flood our markets at home and pull down prices.

UNDER A HIGH REPUBLICAN TARIFF

Total exports fell in value from a little over 5 billion in 1929 to about 1½ billion in 1932. Farm exports fell more than a billion.

Farm income reached its lowest level under the so-called "protective" Hawley-Smoot Tariff.

UNDER DEMOCRATIC TRADE PACTS (with 14 countries).

Total exports rose 130 million in value (first half of 1936) compared with 1935 (same period). Total farm exports rose 18 million.

Total exports to Cuba in 1935 showed an increase of around 125 per cent over the average for the two years (1932 and 1933) preceding the trade agreement. Exports of farm products on which Cuba granted concessions increased 160 per cent.

Exports to Belgium (after 1 year under a pact—1935) rose 22 per cent; to Sweden, in 7 months under a pact, over 5 million; to Canada, in 6 months after a pact was signed, 22.8 million.

More foreign trade means more employed workers buying food at home.

Importance of Imports

In rebuilding foreign trade, we cannot sell goods unless we buy goods so that foreigners have dollars to spend here. This does not mean unprofitable exchange. It means that each country has certain specialties to sell which other countries want to buy. Democratic Trade Pacts protect American production—and especially American agriculture—by admitting largely non-competitive products and only limited quotas if products are in any way competitive.

High prices attract imports. When imports were low in 1932, farm prices touched bottom.

Trade Pacts Do Not "Trade Off" the Farmer

1. Imports of farm products (excluding sugar and alcoholic beverages) on which duties were reduced amounted (1935) to less than 3 per cent of 1934 imports of agricultural commodities. About half were non-competitive products such as coffee, tea, spices, rubber, bananas, etc. The remainder (489 million) is a fraction of our domestic production.

2. Trade pacts have not reduced tariffs on edible wheat and corn in any way. The rise in such imports is almost wholly the result of drought. Moreover 1935 wheat imports were less than 4 per cent of our own crop and total corn imports equaled an amount that could be grown in 1 Nebraska county.

3. Farm exports rose 15 per cent to countries with pacts, 5 per cent to other nations (first quarter of 1936).

4. The Canadian Trade Pact helps farmers.

Exports: Farm exports to Canada (first quarter of 1936) on which duties were reduced rose 25 per cent over 1935, compared with a 15 per cent rise in all farm products. Apple shipments were up 612 per cent; milled rice, 700 per cent; pork products, about 50 per cent; egg shipments rose from 7,400 to 78,000 dozen.

Imports: Canadian farm imports are few and limited under the pact. **Cattle**—For the first quarter of 1936 imports were 34,000 head, about 1 per cent of our domestic slaughter. Total cattle imports (from all countries) were also less than 1 per cent—an increase too small to affect price. The Spring drop in cattle prices is due to a 10 to 20 per cent rise in domestic slaughter. **Dairy Products**—Cheese imports alone have shown any appreciable increase and are now declining. But imports of competing Cheddar cheese (first quarter of 1936) were only 2.2 per cent of domestic production, which increased 26 per cent over the first quarter of 1935. Despite larger supplies, prices of Cheddar in July were 30 per cent higher than a year ago.

Your Electric Bill, 1936

FRANKLIN D. ROOSEVELT

Said: Sept. 21, 1932

"Power has grown into interstate business of vast proportions and requires the strict regulation and control of the Federal Government."
"I favor giving the people the right to operate their own power business when and where it is essential to protect them against inefficient service or exorbitant charges."

PLEDGES CARRIED OUT

I. Curbing Utility Holding Companies

Great public utility holding companies have been placed under supervision by the Public Utility Act of 1935. Heretofore they had no state regulation because they operate across state lines. They had no federal regulation because Republicans refused to curb them.

WHAT HAPPENED—Many have "written up" their properties to double, even triple, the real value; they have "inflated" their operating companies by charging exorbitant fees for various "services"; they have spent huge sums to buy public opinion; they have pyramided one company on another with a small "inside" group at the top drawing enormous profits and salaries from the working companies at the bottom.

WHO PAID—(1) The consumer. Expenses have been added to your electric bill. (2) The small investor. Your savings were in danger of another small collapse.

FUTURE SAFEGUARDS—An investment in honest utility shares still earns an honest dollar. Utilities on the N. Y. Stock Exchange more than doubled in value (average) last year despite cries of "ruin from government legislation." The new act prevents abuses by holding companies. But it gives them every chance to live and function usefully.

II. Setting Up National "Yardsticks"

When President Roosevelt signed the bill for government operation of Muscle Shoals—voiced by two Republican Presidents, Coolidge and Hoover—he made possible the first national yardstick to measure the fairness of private utility rates. This yardstick is surplus power generated at Muscle Shoals and sold to 15,000 customers through the Tennessee Valley Authority. Besides three Tennessee River projects the Government is constructing 16 other dams which will produce power for other sections of the country.

PRICES CUT IN HALF—If you live in a home served by TVA power you pay \$1.50 a month for lights and one or two appliances instead of the \$2.75 (national average) you pay private utilities. Rates cover taxes, interest, and every item of overhead cost.

CHEAPER RATES BRING GREATER USE—When electricity is cheap you can afford more labor-saving devices. Total domestic use of electricity in eight towns using TVA power rose 146 per cent the first year, and equipment sales reached \$112 per residential customer. National figures bear this out:

Private utilities have cut our national electric bill about \$20,000,000 since 1934 as a result of the government power program. BUT in 1935 they produced more power than ever before.

III. Lighting the Future for Farms

If you live on a farm the chances are that private utilities have left you in the dark because of the high cost of extending rural power. Eight out of nine of the six million farms in the United States have no electricity. Three-fourths of American farm women carry water.

To reach these forgotten farm homes, President Roosevelt created the Rural Electrification Administration. In one year it has made loans for 7,500 miles of electric lines going to 27,000 new customers at a cost of \$850 to \$1,200 per mile as compared with private utility mileage costs of \$2,000. It also makes loans for farm wiring and equipment. R.E.A. brings new comfort and leisure to farm families, a rise in rural real estate by as much as \$5.00 an acre, new markets for electric goods.

Republicans are friendly to the Power Trust
Democrats are loyal to the People's Trust

Reelect ROOSEVELT — He Serves the People

DEMOCRATIC NATIONAL CAMPAIGN COMMITTEE

XE810
.D4

7183

CHAMPIONS OF CIVIL SERVICE

Democratic Deeds Answer Republican Claims

Republicans say:

"The postal service has been corrupted by Democrats."

¶ On July 20th, President Roosevelt, by Executive order, placed the appointment of postmasters at post offices of the first, second, and third class under civil service. The order does not "blanket in" present postmasters. To continue in office they must pass a non-competitive examination given by the Civil Service Commission when their terms expire. Vacancies will be filled by promotion of a classified employee or by a candidate standing highest in open competitive examination. This step is commended by the United States Civil Service Commission.

¶ The reform carries out, as far as it is possible by Executive order, the provisions of the Ramspeck Bill (endorsed by the League of Women Voters and other non-partisan bodies) which was defeated in Congress because a majority of Republicans opposed the measure while Democrats favored it 3 to 1. It carries on the Democratic policy of supporting civil service. President Wilson (Democrat) put all postmasters of the above classes under the merit system but President Harding (his Republican successor) removed this safeguard and in 12 Republican years no change was made. Records show that in the first 2 years after Republicans came into power (1921-23) a total of 10,708 postmasters were displaced as compared with 8,157 appointments made by Democrats after 2 years of office. In the inspection service of the Post Office Department (where President Wilson, by Executive order, ruled that both major parties have equal representation) there are today 313 Republicans and 242 Democrats as against 165 Democrats out of a total of 540 inspectors during Republican administrations.

"The President has transferred positions from the classified to the exempt class."

¶ President Roosevelt placed in the exempt class some 1,700 employees formerly under civil service. But he has also transferred about 8,500 positions from the exempt to the competitive class—a balance of over 6,800 to Democratic credit. He has further decreed that, when positions become classified, no incumbent may gain civil service security without a non-competitive civil service examination—a ruling applauded by the Civil Service Commission as "correcting certain weaknesses which previously existed for more than 30 years."

"The federal employees under civil service were 17 per cent less in 1935 than in 1932."

¶ President Harry B. Mitchell, of the United States Civil Service Commission, has said: "Attempts are being persistently made to make it appear that there have been serious inroads in the competitive civil service ranks during the present Administration. There have been no inroads of that sort." Instead, the Commission reports an increase of 43,000 civil service positions during the past fiscal year bringing the total on June 30, 1936 to 498,725—the largest number since 1919.

¶ Such important New Deal agencies as the Securities and Exchange Commission, the Labor Relations Board, the Soil Conservation Service, the Social Security Board, Farm Credit Administration and half a dozen more have been put under the merit system. Exemptions include the Tennessee Valley Authority and certain other agencies with merit systems of their own which the Civil Service Commission has assisted in formulating; the Reconstruction Finance Corporation and Federal Home Loan Banks, exempted under President Hoover; the W.P.A. for which employees are selected because of need as well as fitness; the Home Owners Loan Corporation and other temporary agencies requiring speed to organize. With their temporary work completed, President Roosevelt has ordered civil service standards applied to all Home Loan agencies.

"The New Deal is building a permanent bureaucracy."

¶ President Roosevelt has recently appointed a commission of experts to study government reorganization with a view to scrapping useless and overlapping positions and agencies. The members are Louis Brownlow, president of the City Managers Association; Charles E. Merriam, professor of political science, University of Chicago; and Dr. Luther Gulick, famed in the field of governmental research.

"Landon promises to extend the civil service."

¶ It is too bad the Governor's zeal for the merit system does not begin at home. Although Kansas has had a civil service law on its statute books since 1915, the law is a dead letter and Governor Landon has made no move to put it into effect. State offices are filled through patronage and when Landon became Governor, Democrats were at once swept out in favor of Republicans.

Harper Sibley, president of the Chamber of Commerce of the United States, reports that in his association with federal activities, he "has found little evidence of the spoils system."

"Let's Look at the Record"

Democratic Pledges and Performance

In 1932 President Roosevelt promised the American people that if he were elected he would stand for certain measures and reforms. He promised:

1. Speedy and Sure Farm Relief

The AAA was the first practical government aid ever extended to farmers. Under AAA, cash farm income increased $2\frac{1}{2}$ billion dollars in 3 years. The SCA will continue to help the farmer.

Republicans repudiated their party promises to restore farm prices.

2. Work and Bread for the Unemployed

Instead of the half-way Hoover remedy of volunteer "hand-outs," under President Roosevelt 25,000,000 destitute poor have had federal aid to tide them through misfortune. Relief standards have been raised from a starvation monthly benefit of \$15.50 to a \$50 average.

3. Repeal of the Volstead Act

Democratic leadership hastened repeal of the 18th Amendment, which the Republican Party side-stepped for years.

4. Help for Debt-Burdened Home Owners

The Home Owners Loan Corporation has saved a million homes from foreclosure by government loans on easy repayment terms.

The Farm Credit Administration helped half a million farmers save their homes by refinancing their loans and lowering their interest rates.

5. A Square Deal for Labor

The NRA opened the way for labor gains. The Railway Pension Act, the railway labor agreement, the act setting hour and wage standards on government contracts, and the National Labor Relations Act to protect the right of labor to bargain collectively, are important forward steps. President Roosevelt's Social Security Act providing for old age and unemployment insurance guarantees a new era of comfort and safety for all workers.

6. Government "Yardsticks" to Measure Electric Rates

Under the Tennessee Valley Authority electricity has been sold to communities served by TVA at *less than half* the national average charged by private companies. The Government is constructing 19 dams which will supply cheap power to various sections of the country; PWA has lent funds for 295 local power projects; some \$20,000,000 has been cut from our national electric bill to meet competition by government "yardsticks."

7. Tariff Revision

The State Department has concluded 14 reciprocal trade agreements with foreign countries under which exports increased 130 million in value in the first 6 months of 1936 compared with 1935.

8. Regulation of Banking and Investments

Among other reforms, the banking act protects small depositors by insuring bank savings up to \$5,000. The Securities and Exchange Acts protect the small investor from fraud and misrepresentation. The Utility Holding Company Act prevents great interstate holding companies from enriching officials at the top at the expense of investors and consumers at the bottom.

And National Recovery

From record attendance at baseball games to record 5c. cigar sales, from 30 per cent gain in theatre income (1935 over 1934) to a top in European travel, from the best piano trade in 6 years to the sale of a million and a half electric refrigerators (both 1935 attainments)—such daily signs mark the fulfilling of President Roosevelt's pledge to BRING BACK PROSPERITY. Against this achievement stands only the unbalanced budget—unbalanced in order to feed the starving, to extend government credit to banks and business, to prime industry, raise farm income, PUT THE COUNTRY ON ITS FEET. Of necessity it is the final step in the program of recovery.

Put Your Trust in Acts and Facts

REMEMBER PRESIDENT ROOSEVELT'S RECORD

Democratic Visitors



Get inside that door!

Dear Mrs. County Leader:

Read carefully, read and read again and have Mrs. Precinct Leader do the same!

HOW TO PUT THE DEMOCRATIC VISITORS—RAINBOW FLIERS—RADIO PARTIES PLAN INTO ACTION

Note pages 10-11-12 of Democratic Victory. Dedicated to Mrs. County Leader.

FIRST: See that you have an active leader in every Precinct (or whatever your smallest voting unit is called.) If your election laws or party rules do not provide for such an official, you should appoint one. *Note page 4.*

SECOND: Send names and addresses of precinct leaders to Women's Division, Democratic National Campaign Committee Headquarters, Biltmore Hotel, New York, N. Y., so supply of Rainbow Fliers can be sent directly to them. *Note page 11.*

A—As soon as your list of Precinct leaders is complete, call them together to organize the Democratic Visitors—Rainbow Fliers—Radio Parties plan of campaign. Call personally on any precinct leader who does not come. She needs help.

(a) Stress the object of the campaign—**TO CONVERT INDEPENDENT AND DOUBTFUL VOTERS.** (Remember, 20% of the voters are in this class—in addition one-third of our citizens fail to register and so never vote.)

(b) Emphasize the importance of the Fliers in presenting the record and answering questions. **ILLUSTRATE BY QUOTATIONS FROM THE FLIERS.**

(c) Decide upon number of Visitors necessary to cover each Precinct. This will vary in rural and city sections according to the number in the Precinct.

(d) One Precinct Chairman is using a card catalog system: Card Catalog the Voters on 3x5 cards purchased at Five and Ten Cent Stores; Convinced Democrats—on Green Cards. Convinced Republicans—on Blue Cards. The undecided and unregistered on white cards.

(Make a double set of white cards, One for the Precinct Leader—one for Democratic Visitor.) Consult Precinct Registration Book or list for names of Registered Voters. Check with Precinct Chairman as to political affiliations if not on Registration Book.

Have Visitors search out possible Voters who are not Registered and list on white cards. They are your best prospects.

(e) County Vice Chairmen should hold regular meetings of Precinct Leaders to receive reports on progress.

B—Each Precinct Leader calls meeting of her Democratic Visitors to organize campaign in her Precinct. (County Vice Chairman attends meeting if possible).



(1) Explains the Democratic Visitors—Rainbow Fliers—Radio Parties plan of campaign.

(2) Assigns Visitors to definite localities in each Precinct to call on undecided and unregistered voters.

(3) Visitor arranges Radio Parties for undecided voters in her home or those of her friends.

(4) Democratic Visitor reports to Precinct Leader progress she is making.

(5) When Registration time arrives, Visitor gets her converts registered.

(6) When Election time comes, she sees that they vote.

(7) Precinct Leaders should hold regular meetings of Democratic Visitors to hear reports.

Very sincerely yours,

May Dawson

Vice-Chairman

XE 910
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The Farmer Remembers Longer Than the Elephant



OLD DEAL

This Is a Picture of Republican Days When —

Wheat was 48 cents per bushel, corn 24 cents, cotton 6 cents per pound.

It cost more to raise a pig than it brought at market.

The family Ford rusted in the barn—no money for gas.

The district school was closed—no pay for teacher. In 1933 alone, 2,000 rural schools closed.

The county bank was closed — 2,834 country banks failed from 1931-1933.

Farm riots terrorized the countryside.

Some 900,000 farms were sold by foreclosure or for unpaid taxes.

Farmers appealed to Washington in vain.

Farm Cash Income Dropped Under 4½ Billion (1932)

NEW DEAL

This Is a Picture of Democratic Days When —

Dollar wheat is back, corn more than doubled in price, cotton doubled.

A hog brings up to \$10.00 per hundred weight.

New autos speed over new farm-to-market roads.

Rural schools have been built or repaired by work relief.

Federal grants of \$21,000,000 opened rural schools in 33 states.

Bank failures (34 in 1935) are lowest in 15 years.

Homesteads are saved and debt-burdened farmers re-financed by easy government loans (F.C.A.).

Huge surplus crops which can no longer be exported were cut by farmer cooperation under the A.A.A.

Washington will continue to help the farmer under the Soil Conservation Act.

Farm Cash Income Has Risen 2½ Billion (1935)



Balance Your Benefits

KEEP FARM RECOVERY AND ROOSEVELT

1187
104

The Truth About Taxes

Who Put Us in the Red?—REPUBLICANS!

Although Republicans were first to have an unbalanced budget, President Hoover did nothing to stop the collapse of national and personal fortunes.

The depression caused business losses of some 25 billion between 1929 and 1933.

It cost farmers 6½ billion in 5 years.

It cost over 7 billion in savings and many more billions in the loss of homes and earnings.

Three long last years of Hoover piled up deficits of 3½ billion (not)

Who Pulled Us Out?—DEMOCRATS!

National income will be 21 billion greater in 1936 than in 1932 (estimate).

Farm cash income is up 60 per cent.

National savings at 53½ billion have recovered more than half their depression loss; securities on the New York Stock Exchange have increased nearly 32 billion in value since 1932; payrolls for July, 1936, were 77 per cent of normal (1923-25 = 100) as against 59 per cent in March, 1933; the index of production has climbed up 75 per cent (March, 1933-May, 1936).

Three years of recovery cost 7 billion (not rise in national debt, June, 1936)

Hoover borrowed to meet panic deficits—Roosevelt borrowed to speed recovery

We cannot escape the cost of climbing out of chaos, but—

1. Taxes to pay off debts will be collected out of RESTORED VALUES.

2. A LESS PROPORTION of income goes into taxes. The General Motors report shows 53 per cent of income paid for federal taxes in 1932 as against 15 per cent in 1935.

3. Taxes give you MORE FOR YOUR MONEY than ever before—a vast chain of national improvements, conservation of our long-wanted natural wealth, safety in investments, lower mortgage rates, cheaper electricity, security in bankbooks.

COMPARE THE PAST

In 1913 our gross national debt was \$1½ billion. In 11 years it was reduced by 10½ billion. With national income soaring to \$9 billion and business flourishing, it might have been wisely wiped out had not Republicans lowered income taxes to the highest level since 1898. We reduced the debt then—we can do it again.

COMPARE OTHER NATIONS

Our taxes per capita debt is \$26½; England's \$247; France's \$213. An English citizen (married, 2 children) higher paying taxes on as much as income as \$1,500; his pay, 12 times more than an American on \$1,000. (Although most Americans also pay state income taxes, sometimes added to federal taxes, English and French tax burdens are still far heavier.)

THE TAX HUGABOO

Internal revenue comes mainly from two sources—from taxes which affect things we buy largely luxuries, and from taxes on incomes and inheritance. You get ~~less~~ taxes now because you buy and earn more.

I. To existing taxes from the first source, the New Deal has added little, principally:

(1) AAA processing taxes (now inoperative) which raised living costs lead them 1 per cent while AAA raised farm prices 62 per cent; (2) payroll taxes starting in 1936, to meet the cost of Social Security. We have always footed the bill for old age, unemployment and neglected childhood. Now, as do other civilized nations, we will pay in an orderly way for 60 per cent more human care.

II. To income and inheritance taxes the New Deal has added little for the average taxpayer. It has strictly applied the rule of ability to pay. In 1936, it boosted rates of surtax on incomes over \$50,000. In 1936, it revised the regular corporation income taxes, lowering the rates on incomes under \$40,000, and placed a new graduated surtax on underbared corporate earnings so as to reach capitalists who formerly left business profits piled up in corporation treasuries rather than pay rightful individual surtaxes on dividends.

Had it not been for passing the burden and outlawing the processing taxes for farm relief, as rise in taxes in 1936 would have been needed

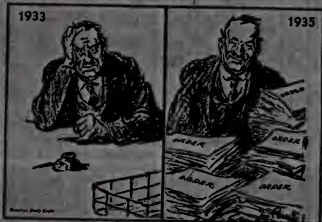
REPLACE FEARS WITH FACTS REELECT ROOSEVELT AND RECOVERY



DEMOCRATIC NATIONAL CAMPAIGN COMMITTEE

XE810.D4

Facts— Mr. Business Man



"The drop in red ink sales in the past few months is the most remarkable feature in our trade history."

—Fred L. Whalen,
Ink Executive,
N. Y. Times,
March 15, 1935.

IN 1933 BUSINESS BEGGED FOR HELP

Under Republicans, mass buying power dried up.

Trade shrunk—factories closed—banks failed—unemployed walked the streets.

With courage and foresight President Roosevelt dared to use new methods and seek new goals in speeding recovery. By drawing on government credit, by building a more solid foundation of national security, and by reviving the people's buying power, HE PULLED BUSINESS "OUT OF THE RED."

TAKE STOCK OF YOUR GAINS

BANKING. During 12 Republican years there were nearly 900 bank failures a year; in 1935 there were 34. So far in 1936 no national bank has closed. The National Association of Mutual Savings Banks reports the highest number of individual depositors in banking history (1935).

REAL ESTATE. Construction contracts have increased 271 per cent (March 1933-36). Almost four times as many homes were built in the first quarter of 1936 as in the same period in 1934.

INDUSTRY. Dun and Bradstreet report the highest level of industrial production (Spring, 1936) since 1930. Auto production advanced 311 per cent (March 1933-36); General Motors net profit jumped from \$165,000 in 1932 to \$167,000,000 in 1935—a thousandfold. Steel production advanced 151 per cent; U. S. Steel (1935) shows first net profit since 1931. Earnings of 921 leading corporations (Standard Statistics) increased 380 per cent between 1932 and 1936. Railroad earnings at 5-year record. Electric power produc-

tion at new high—15 per cent above prosperous 1929.

STOCKS AND BONDS. Listed stocks (average) on N. Y. Stock Exchange advanced 151.9 per cent (March 1933-36), bonds, 32 per cent. New security issues increased 1½ billion for first six months of 1936 over 1935 and dividend payments largest for any half year since 1931—a gain of 36 per cent in 3 years. U. S. bonds at top levels.

DOMESTIC TRADE. Retail sales in 1936 forecast at three-fourths of 1929 volume. Rural sales, highest since 1930. Montgomery Ward (big mail order house) reports largest net sales in business. General Motors sales (May, 1936) set record volume. Life insurance sales (first 6 months, 1935) 50.8 per cent ahead of same period, 1933. Commercial failures decreased 38 per cent since 1932.

FOREIGN TRADE. Value of exports rose 42 per cent (1933-1936); imports, 55 per cent.

National income (1932).....39 billion dollars

National income (estimated 1936)....60 billion dollars

**ROOSEVELT ENABLED YOU TO BALANCE YOUR BUDGET
HE WILL BALANCE THE NATION'S BUDGET**

Keep Prosperity

AND PRESIDENT ROOSEVELT

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Keep Prosperity
AND PRESIDENT ROOSEVELT



DEMOCRATIC NATIONAL CAMPAIGN COMMITTEE

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THE MAN AMERICA NEEDS

By JIM JEFFERSON

•

When black despair once gripped the air
For lack of a man of deeds,
All men arose, like one, and chose
THE MAN AMERICA NEEDS.

Since then he's shown, by deeds well known
That *RIGHT* is the cause he pleads.
With *ROOSEVELT* here, now none need fear,
HE'S THE MAN AMERICA NEEDS.

'Twas no small task to rip the mask
That stripped our land to weeds.
With courage high, he dared to try—
THIS MAN AMERICA NEEDS.

Yet, as of old, the scheming bold
Will sell their souls and creeds
To gain their end; betray this friend,
THIS MAN AMERICA NEEDS.

But the wise have said, the nobler head
Is that whose conscience heeds
THE RIGHTS OF ALL, WHETHER GREAT OR SMALL.
KEEP THIS MAN AMERICA NEEDS!

OCT 24 1935

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LANDON

THE DRY CHALLENGE

•

EVERY MAN OR WOMAN who has a direct or an indirect interest in the liquor industry has a heavy stake in this election. It is a financial stake—a matter of dollars and cents that may mean the loss of a livelihood to thousands of employees and business men in this country.

The campaign for national prohibition is under way again. The dry leaders are stealthily planning their battle tactics to recapture the lost citadel. Oh, of course, people shrug their shoulders and say "It can't happen again." They said that before, but it did happen—AND IT WILL HAPPEN AGAIN IF WE DON'T REMAIN ON OUR GUARD.

Kansas remains in the "dry column" today because of the successful campaign waged four years ago for the Governorship by Governor Alfred M. Landon. When a wave of disgust for the 18th Amendment was sweeping over the country in 1932, coupled with a demand for its repeal, Governor Landon snatched up the banner of dry leadership and kept Kansas in the ranks of intolerance. He won on that issue. On October 23, 1932, Frank Carlson, the Republican state chairman, said:

"Alf M. Landon, the Republican candidate, is the only Kansas Governorship candidate of the three to give the voters an unequivocal dry stand on prohibition."

While President Roosevelt was appealing to the nation to end the farce and hypocrisy of national prohibition, Governor Landon fought against him. He kept Kansas dry and safe—for the bootleggers.

Now, Governor Landon is a candidate for President of the United States. He is soft-pedaling his dry views—for the time being—but lined up behind his

FOR RELEASE IN A.M. PAPERS,
THURSDAY, JUNE 4

Washington, June 3 -- Miss Josephine Schain of Minnesota and New York, Chairman of the National Committee on the Cause and Cure of War and internationally known peace worker, announced today that she will support President Roosevelt for re-election and volunteer her assistance in his campaign.

Miss Schain, who is not enrolled in any political party, has never before in her career publicly declared for any presidential candidate.

In announcing her support Miss Schain said that she was speaking as an individual and not for the National Committee on the Cause and Cure of War, which represents the peace work of eleven of the national women's organizations.

Miss Schain gave the following statement as her reasons for supporting the President:

"As a person working for better international relations I appreciate the President's and Mr. Hull's efforts to employ the good neighbor policy as the foreign policy of the United States.

"President Roosevelt represents, also, an understanding, as we have never seen it before, of the great rank and file of the people and the duty of government to represent them. Born in Minnesota, I am familiar with the agrarian situation. In New York later as a social worker, I became aware of that other great rank and file group, the industrial workers.

"As we do not allow a high-powered car to run down a pedestrian we cannot let high-powered industry disregard the economic lives of the rest. Regulation of special interests in a developing civilization is as important as traffic rules to a highway. With the development of civilization, the more necessary becomes a government, like that under President Roosevelt, which serves the interests of the whole people and not special groups.

"As a social worker I have seen what the New Deal has meant to the rank and file of the people. It has banished the ghastly fears arising from unemployment and the vanishing of savings. The government has taken an interest in the rank and file with relief, W.P.A., P.W.A., and other socially progressive measures.

"The New Deal has taken care of this emergency and it has a plan for the future in social security plans.

"The drift toward tenant farming in the Middle West since the war has shown a serious fault in our economic life. If it had not been for the New Deal, hundreds of thousands would have lost their homes and joined the rank of the tenant farmers."

(See next page)

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Reprinted From

New York Post

Saturday, August 22, 1936

Editorial

Tell Us, Governor Landon

Hon. Alf M. Landon,
G. O. P. Campaign Tour Headquarters,
New Centre, Pa.

Dear Mr. Governor:

We welcome you on your first trip to our Eastern States. It is our hope this section of the country will show you every hospitality and courtesy.

We are all glad you're here. We're glad because there have been serious questions about you, way out there in Topeka, troubling us here in the East. Now that you're on the spot, we hope the answers are at hand.

This is the situation: You realize, Governor, that it is one thing to make speeches from the rear platform of an observation car about "elimination of squandering" and about "the American way," but that it is quite another thing to sit in the White House and plan the country's course.

You can say almost anything in a general way without getting into a jam. But President Roosevelt has had to do more than say things. He has had to write specific plans into law, sign his name to them, make them work. We know, therefore, just where President Roosevelt stands on every question.

Now you are asking us to fire a President who has served us for three years. You ask for his job.

Well, what has he done that you would undo?

Your platform pledges you to cut expenditures "drastically and immediately."

(1) Specifically, which expenditures do you propose to cut, Governor Landon? Are you going to cut relief? If not relief, are you going to cut army and navy budgets? If not these, are you going to cut Government employees' salaries? Or will you cut aid to farmers, to home owners? Which of these will it be, Governor? And how much will you cut each one? Will you tell us?

Your platform pledges you to withdraw Government from competition with private industry.

(2) Do you intend to abolish TVA? Yes, or no?

You are pledged to establish a "direct tax widely distributed" to pay for old-age pensions and other forms of social insurance.

(3) Do you want a Federal sales tax, Governor? If your "direct tax" is not a sales tax, what kind of tax will it be? Who will pay it? How much will they pay?

You favor elimination of all private monopoly. "A private monopoly," your platform says, "is indefensible."

(4) Which monopolies will you abolish, Governor? American Telephone and Telegraph Company is an admitted private monopoly. Are you planning to abolish A. T. & T.? Or are you exempting A. T. & T.? If so, which monopolies are you not exempting?

Among the other questions which your Eastern audiences will expect you to answer, Governor, are these:

(5) Which agencies of the New Deal do you propose to disband? Are you going to disband HOLC? Yes, or no? Will you wipe out WPA? FWA? You oppose the New Deal. Which of its agencies are you going to throw out?

(6) Will you wipe out Federal insurance of bank deposits? Yes, or no? You are on record as opposing such insurance. Will you and if?

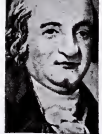
Business Leaders Hate F. D. R. for Showing Them Up

U. S. Is Recovering for First Time Through
Government's Efforts After Finance
Wizards Muffed Chance.

By ARTHUR D. PIERCE

"ROOSEVELT'S a lunatic. He's worse than a Socialist. If he had his way, we'd all do business with glass pockets."

It was the elder J. P. Morgan speaking; he was speaking of Theodore Roosevelt, not Franklin D. Roosevelt, and the tenor of his remark merely sums up the hatred which Big Business generally had for the Rough Rider and "trust buster." On Roosevelt's part, his sentiments reached their peak the day he shook his fist in Morgan's face at a Gridiron Club dinner.



Pierre Samuel duPont
de Nemours

"There is no more panic," he writes. "No other word than hatred will do. It permeates in greater or less degree the whole upper stratum of American society. It has become with many persons an idea fixe. . . . At luncheon parties, over dinner tables, it is an incessant theme."

What is the reason for this consuming hatred—which transcends the ready increased profits to Big Business and the rich?

The answer to the question is of tremendous importance in facing the facts of the impending campaign. For that hatred, highly fanned, crops out daily in the news—in such an exalted as the de Puits support of the Talmage "rump convention" and the efforts of the Sentinels of the Republic to stir up racial feeling against both the President and his wife.

Childs finds at least one answer—in "the incredible, amazing fact that most of these people seem to have no realization of the present plight of the world." The fact that when Mrs. Seane dismissed her gardeners and chauffeurs in 1933 the dismissal was more disastrous to them than to her does not lodge in her mind."

Rich Big Shots No More

Yet the fundamental cleavage, it would seem, lies deeper still. It harks back to the fact that before Roosevelt took office the rich were losing not only money, but also public confidence and power; and while today they are regaining the money, they are not regaining either the public confidence or the power.

In the last 20's the leaders of Big Business and Big Finance were listened to in the alleys as well as in Wall Street. The big shots were truly big, then.

Came the depression—and it denuded, devastatingly, the old myths of the omniscience of the Big Business Man and the superior wisdom of the uppermost class. Now, while the country has largely recovered, and while industry and its tycoons have regained much of the money they lost, they have not recaptured their prestige—and see no early chance of doing so.

Is this important? A glance at the history of previous depressions will indicate that it is tremendously important. For in each previous depression it was the rich and powerful, the "best people," who got the credit for rescuing the country—save the Federal Government.

In the great panic of Cleveland's Administration the elder Morgan not only dictated to Cleveland right in the White House, but the run on the Treasury's gold reserve was not stopped until Morgan and a syndicate of powerful financiers went to the Government's rescue (with handsome profit to themselves).

It was much the same story in the great panic of 1907. The first Roosevelt was in office. But it was not he who "rescued the country." It was Morgan. As Winkler notes in his biography:

"During those days of panic Morgan was undisputed monarch. Indeed, in all save name, he was dictator of the United States. The Government itself did his bidding without question. Morgan rose to the emergency magnificently, joyfully."

Nor is it to be said that Morgan did not perform heroic service. With conditions what they were, he undoubtedly saved the country in the only way it could have been saved within the rules of the economic game which were in force then. But the big point is that the credit went not only to Morgan, but the entire stratum of society he represented. Every moocher on Park Avenue, every "substantial citizen" patted himself on the back for patriotic service.

Big Business Fails in Rescue

The big shots of private enterprise had plenty of opportunity to perform the rescue act in the depression from which we are emerging. Here Cleveland and the first Roosevelt accepted the Big Business rescue parties with a certain reluctance. Hoover invited them over from the first hours of the slump. He summoned to Washington not one magic name but hundreds; and, it should not be forgotten, they possessed the nation's confidence until they had fallen down on the job time and again.

The result was that, for the first time in American history, Government effected the economic rescue of the country. For the first time, the "politicians"—at whom business men are so ready to sneer—not only made good, but in a short time.

The Roosevelt Administration is disparaged with the cry that recovery would have come about anyhow. But the Tories know in their hearts that it didn't come, not a sign of it, until Hoover came out and Roosevelt went in. They know that recovery did not begin until Roosevelt discarded, one at a time, all the empty promises the Tories had prescribed—until he had pitilessly thrown the precious gold standard; harrassed the banks with the deposit insurance Hoover coerced; stabilized the stock market with a measure of honest regulation.

In short, where Cleveland, the first Roosevelt, Woodrow Wilson and others finally had to come to terms with the "interests," this man

Labor's Destiny

IS TIED UP WITH

Roosevelt

GOVERNOR LANDON'S LABOR RECORD

The Republican stand is not friendly toward labor.

Organized labor in the state of Kansas in proportion to the population is weaker than in any other state of the Union. Kansas City, Missouri, across the bridge, is 100% organized. Kansas City, Kansas, is almost totally unorganized. This statement can be proven by the representatives of labor everywhere. Alf Landon, in all his messages to the legislature, has seldom recommended anything in behalf of the workers.

Labor's greatest enemy, the American Iron and Steel Institute, which is composed of steel corporations, parroted Governor Landon's Republican platform opposing labor, "interference from any source"—weasel words. (The Wagner Act prohibits interference by employers.)

The Republican stand is not friendly toward labor.

Issued by Daniel J. Tobin, Chairman, Labor Division Democratic National Committee

PRESIDENT ROOSEVELT'S LABOR RECORD

Mr. Roosevelt, as President of the United States, is the best friend labor ever had.

When he went into office unemployed workers were actually starving. He faced the relief problem. 14 million men were unemployed. Business quickened under his confident leadership and reemployment began.

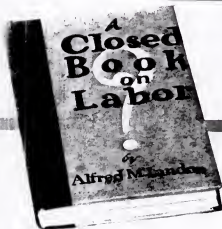
President Roosevelt is the first President of the United States who has been successful through the passage of the Social Security Act which he sponsored and advocated, insuring old age, protecting against the poorhouse.

Through the President's influence the Wagner Act became a law, guaranteeing the right of men to organize, and compelling unjust employers to recognize a legitimate Union of the workers when a majority decided upon organization.

Mr. Roosevelt, as President of the United States, is the best friend labor ever had.



"No Thanks, Mr. Landon, We'll Play These"



LANDON or ROOSEVELT

Prominent Endorsers Obtained at the 1936 Democratic National Convention

Not being at the 1936 Democratic Convention, endorse and give our wholehearted support to this
Great Nominations - Franklin Delano Roosevelt, for re-election
as President of the United States of America

As President of the United States of America
I am not for Mr. Roosevelt

Mr. Roosevelt is a man of integrity and courage
I am not for Mr. Roosevelt

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#99



Gov. M.C. Ladd Allen W. Barker
Speaker House of Virginia

Mr. S. S. Kansas
Governor of Kansas

Mr. S. S. Kansas
Governor of Kansas

Mr. S. S. Kansas
Governor of Kansas

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DEMOCRATIC AMERICANISM VS. REPUBLICAN AMERICANISM #100

A DISCOURSE ON UN-DEMOCRATIC DEMOCRATS!

By William Morgan Hannon

Author of the essays "Weighing Wilson," "Humanizing the Law," etc.

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THE attempt of James A. Reed of Missouri, and other un-Democratic Democrats, to malform the Democratic party by forming an organization that rocks the Sage of Monticello by calling itself the National Jeffersonian Democrats, is another warning that Democracy must be prepared to fight many enemies because it dares to follow the ideas of the Founding Fathers, as distinguished from those of the Dumfounding Fathers—to wit, Harding, Coolidge and Hoover!

The fundamental thesis of this essay is this: **That when a Republican becomes great, or nearly great, he chieftains or approaches the Democratic ideal.** Consider the great Abraham Lincoln, and also the great, or nearly great, Theodore Roosevelt. Both were Democrats at heart that fought for the people's rights. In our own day, consider the noble-minded Senator George W. Norris, whom Democratic President Franklin D. Roosevelt has praised openly, and who actually supported a Democratic candidate for president a few years ago. And, as for the Republican Senator William E. Borah, you may as well argue that calf's liver from a five-year old "calf" is calf's liver as to argue that Borah is a typical Republican!

Senator Borah is no more popular with "regular" Republicans than Theodore Roosevelt was with the same forces in his day. They tried to sidetrack Theodore Roosevelt, but a fluke put him in the White House. Republicans, 1936 Models, have kept all possibility of the presidency from Borah. But the senator from Idaho seems to take punishment gracefully from his own party, and has refused to come over to the party of Jefferson and Cleveland and Wilson, even though he manifests Democratic virtues in his public life. Borah exhibits virtue; Landon exhibits virtuosity; hence, the triumph of wily Kansas over rugged Idaho! In a word, the Democrats boldly picked their strongest man—Franklin D. Roosevelt; the Republicans ignobly wamped theirs—William E. Borah. Which should prove to the independent citizen the superiority of Democratic Americanism over Republican Americanism.

With all due deference to Mr. Borah, it strikes us that since his heart is with liberal Democrats, while his official line-up is with mercurial Republicans, he must find his "dual" personality rather trying! Mr. Borah certainly knows that he desired to liberalize or Democratize (choose the verb yourself) the Republican platform when that great (?) compromise was "liberalized" at the time of its "manufacture." He knows that his liberal Democratic ideas were poison to the would-be progressives that gave the people that Chinese puzzle for consideration. As for Mr. Landon, he is still trying to find out what the darned thing means—and the rest of us are in the same fix!

Borah was born in Illinois, where that great Republican with a Democratic heart—Abraham Lincoln—practiced law, and was educated in Kansas, where Alfred Landon and William Allen White practice politics! Then he went to Idaho, where, appropriately enough, a high

mountain bears his name, and made that state bigger than Liberty League tycoons have made Delaware! Some may ask: "Why give so much space to Mr. Borah? He isn't a candidate for president now." Our answer is: We want to show our fellow Americans how the Republican party treats a Republican who is too liberal to be its presidential candidate, since the G.O.P. still believes in full promises before election and empty dinner pails afterwards! Now consider this dry rot of Alf M. Landon, namely, the idea that our "American way of life" is being upset. Why, the fact is that what had been an "American way of life" for millions had been destroyed by that tragic trinity—Harding, Coolidge, and Hoover. Contrariwise, it cannot be disproved that the present administration at Washington has relieved tens of millions of hunger pangs and other ills that flesh is heir to. If Liberty Leaguers are unfamiliar with these ills, let them thank the Republican party that helped them to receive, through an inadequate legal system, such a superabundance of God-created wealth. Let Liberty Leaguers, and other self-complacent folk, remember that the ability to build productive factories, to speak and write truth, to rear non-communistic, non-socialistic Americans—these, and other gifts, are from Above. We talk a good deal these days about psychoanalysis. Why don't we become a nation of solid thinkers and do what The Great Psychoanalyst wants us to do for our neighbor as well as for ourselves? Isn't this the thought of Mayor LaGuardia of New York, Senator Couzens of Michigan, and the late Gov. Olson of Minnesota?

Mr. Landon should know that when he sees business thriving in a large way it is because the New Deal kept us from fascism or communism, or what not, that would have ruined what Americans call business. Mr. Landon should remember that even some political disputes can be settled by logic and evidence, as we settle many controversies in other departments of life. Let Mr. Landon compare present prices of stocks of large and well-established American businesses with their prices when Mr. Roosevelt took office after 12 years of Republican misrule. Make that comparison, Mr. Landon, and you will see that you lose the argument, and, further, you may see that the big thing that does endanger our "American way of life" is un-Christian, un-American starvation!

In fine, attacks against President Roosevelt by "economic royalists" and small-time politicians is tantamount to praise of the kind of "distributism" that tends to make life livable for millions, instead of sycaritically joyous for only the superprivileged few. Republicans join Democrats in saying that we don't want communism, socialism, or fascism. Very well. Then let's aim at reasonable individualism (which is what Washington and Jefferson and Lincoln and the two Roosevelts have fought for) and we shall make great headway in killing off the three badisms just mentioned. Therefore, if William Allen White were able to write with the beauty of Charles Lamb, the power of Carlyle, and the brilliance of Wilde and Chesterton combined, he couldn't keep Alfred Landon from being a presidential impossibility!

NOTE TO EDITOR:

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The metal is to be returned in the usual manner.

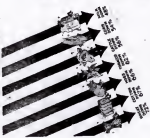
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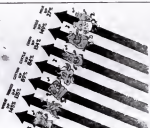
FARM INCOME RISE FROM 1932 LOW

REMEMBER THIS ?
1929 to 1932
THE ROOSEVELT RECORD
1932 to 1935

CASH FARM INCOME GOING DOWN!



CASH FARM INCOME GOING UP!



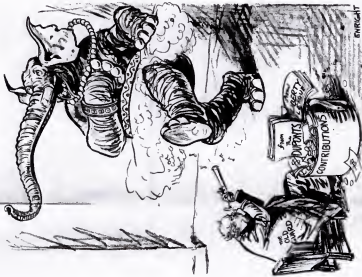
Cash income of farmers in the United States has risen steadily since 1932. In 1932, cash farm income was \$4,722,000,000. By 1935, it had risen to \$5,250,000,000. This is a gain of \$528,000,000, or 11.2 percent. The chart shows that from 1929 to 1932, cash farm income was declining, but since 1932 it has been rising steadily. The chart also shows that the Roosevelt Administration, which took office in 1933, has been successful in reversing the downward trend of farm income.

Farm Cash Income

1922	\$4,250,000,000
1923	\$4,250,000,000
1924	\$4,250,000,000
1925	\$4,250,000,000
1926	\$4,250,000,000
1927	\$4,250,000,000
1928	\$4,250,000,000
1929	\$4,250,000,000
1930	\$4,250,000,000
1931	\$4,250,000,000
1932	\$4,722,000,000
1933	\$4,722,000,000
1934	\$4,722,000,000
1935	\$5,250,000,000

These figures show that since 1932 there has been a steady rise in cash farm income. The chart also shows that the Roosevelt Administration, which took office in 1933, has been successful in reversing the downward trend of farm income.

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"HE WHO PAYS THE PIER WILL CALL THE TUNE"

SEED CORN LOAN PLAN ANNOUNCED

The Federal seed corn loan program announced today by the Department of Agriculture is the first of its kind. It will be under way, officials said this morning, as soon as the seed corn has been prepared and will be available for distribution within a very short time. The plan is to loan seed corn to farmers in all areas except where no AAA officials are at this time. The loan will be made at a rate of 1 percent per year. It is probable that farmers will need from 300,000 to 1,000,000 bushels of seed corn each year. The loan will be made to farmers who are unable to purchase seed corn at a reasonable price. The loan will be made to farmers who are unable to purchase seed corn at a reasonable price. The loan will be made to farmers who are unable to purchase seed corn at a reasonable price.

The loan program consists of two types of loans on farm-stored seed corn: (1) a loan of \$1.10 a bushel on seed corn stored for use as seed corn, and (2) a loan of \$1.10 a bushel on seed corn stored for use as seed corn. The loan will be made to farmers who are unable to purchase seed corn at a reasonable price. The loan will be made to farmers who are unable to purchase seed corn at a reasonable price. The loan will be made to farmers who are unable to purchase seed corn at a reasonable price.

Provides Low-Cost Credit

The loan program will provide low-cost credit to farmers who are unable to purchase seed corn at a reasonable price. The loan will be made to farmers who are unable to purchase seed corn at a reasonable price. The loan will be made to farmers who are unable to purchase seed corn at a reasonable price.

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Franklin Roosevelt

During President Roosevelt's Administration

at the United States
consulate in 1936
under American Citizenship
The Residence of Mr. [illegible]
[illegible] and Mrs. [illegible] 1937

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RE-ELECT
Franklin D. Roosevelt for President Club

A Club promoted throughout the United States

Year	Value	Unit
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1991	1.0	1000
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פאקטען וועגען רווועלעסן

וואס יעדער אמעריקאנער
בירגער דארף געדענקען.

X-EB10

די וועלט-מלחמה האט געקאסט די
פאראייניגטע שטאטען איבער 54
ביליאן דאלער.

די מלחמה געניטן „דיפרעשאן“
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„איך האב קריג“ וואס רווועלעסן.
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איך האב געזעהן ווי מענטשן האבען
זיך געשטיקט מיט נעו אין דערביי
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בליבענע פון א רעגיימענט פון טויזענד.

#105

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פאקטען וועגן רוועלטיז

וואס יעדער אמעריקאנער
בירגער דארף געדענקען.

די וועלט-מלחמה האט געקאסט די
פאראייניגטע שטאטען איבער 54
ביליאן דאלער.
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בליבענע פון א רעגיסטער פון מויערד.

#106

פאקסטען וועגען רוזוועלט

וואס יעדער אמעריקאנער
בירגער דארף געדענקען.

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"איך האב קריג" זאגט רוזוועלט.
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מענטשן האבען זיך צוריקגעקערט
פון שלאכט. זיי זענען געווען די פאר-
בליבענע פון א רעגיימענט פון שווערער.



Franklin D. Roosevelt

Re-elect President

F. D. ROOSEVELT FOR PRESIDENT

X-E810

.D4

#107

政府厲行新政策動用大宗款項其作用如下

(一) 政府撥款防備旱災可以節省政府之將來救災費用

(二) 政府救濟失業工人政策可以恢復實業原狀

(一) 保護家庭(二) 建設機會充分之民主政治

(三) 救濟一切在苦難中男婦老幼。蓋吾

人所奮鬥者不僅為經濟上之貧困

亦為民主政治之生存不僅為拯救吾

人之民治政府亦為拯救全世界之民

治政體。

民政黨競選下任總統之政見

★ 有選舉權者請選羅斯福總統復任



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